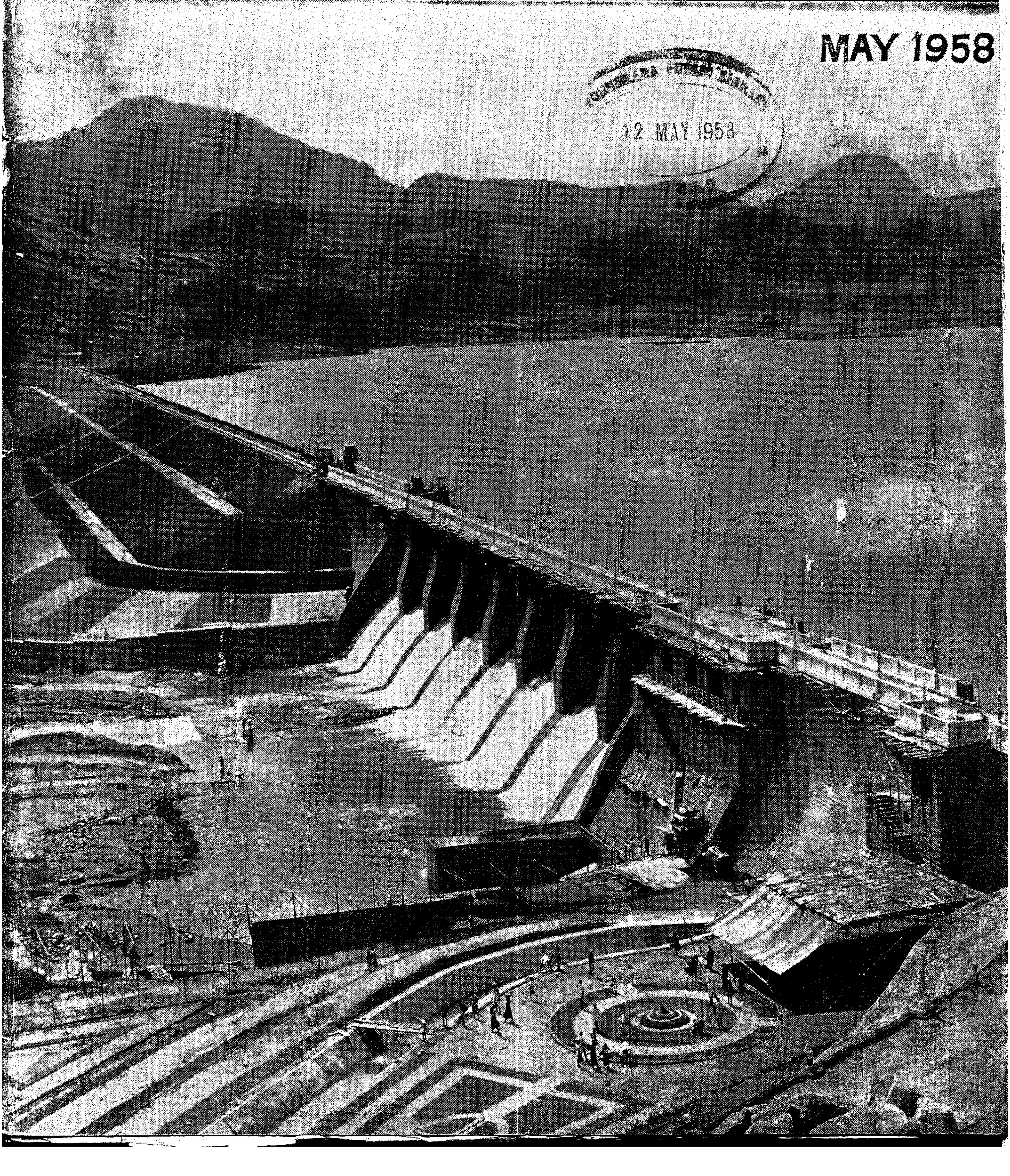
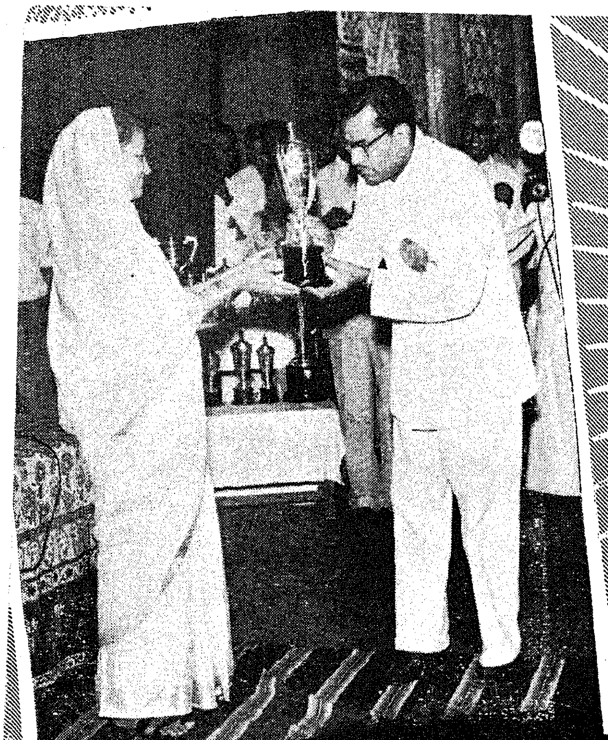
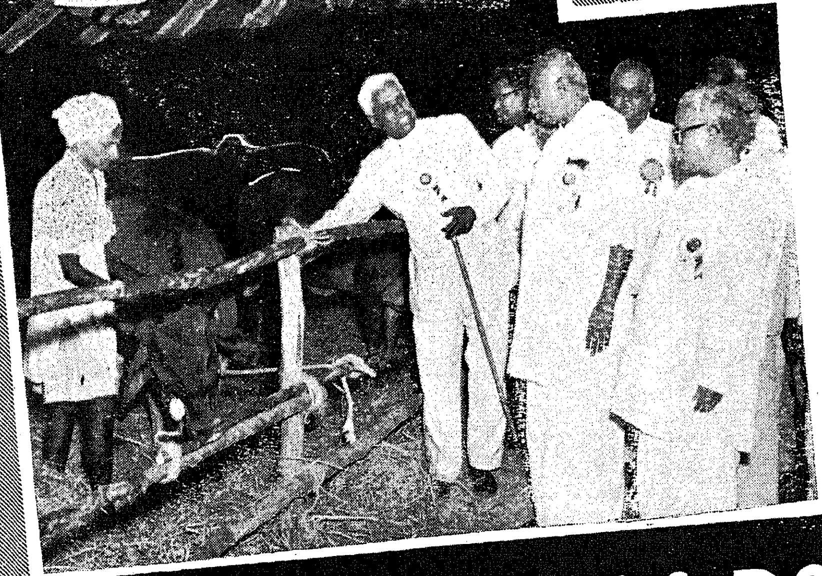
MADRAS INFORMATION

MAY 1958

12 MAY 1958

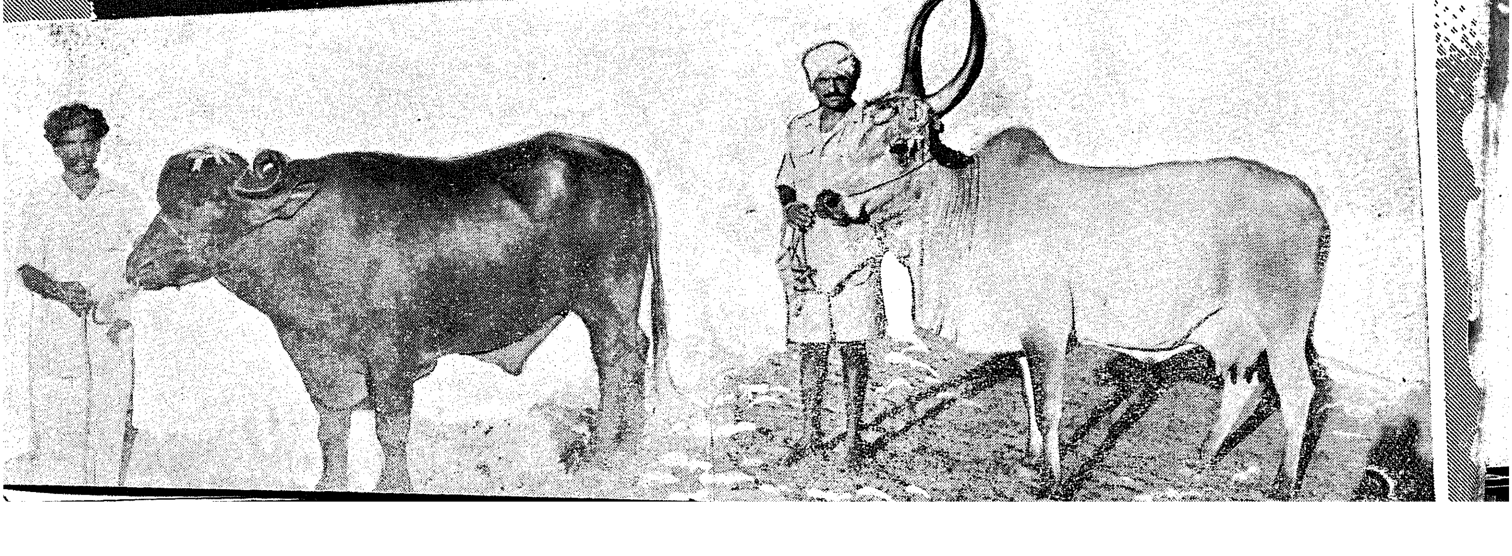






The Second State Cattle Show and the Third State Poultry Show were held in the last week of March. (Top Left) Srimathi Medhi gave away the prizes. The Chief Minister visited the stalls (Left). (Top Right and Bottom) Some of the prize winners.

STATE CATTLE & POULTRY SHOW



" We Seek to Serve and Not to Compete"

Published every month by the Director of Information and Publicity, Fort St. George

Price, 20 naye Paise.

Cover page:

The Krishnagiri Dam in Salem District.

12 MAY 1958

MADRAS INFORMATION

Vol. XII, No. 5 May 1958

CONTENTS.

	PAGE
1. For the Welfare of Fisherfolk ..	2
2. Food Value of Fish	3
3. Know Your District	6
4. National Employment Service ..	11
5. Social Sciences and Community Development.	14
6. Women's Welfare in the State ..	20
7. Vidur Project	24
8. In the Month of April	27
9. Art Exhibition	30

12 MAY 1958
MADRAS

For the Welfare of Fisher Folk

By SMT. LOURDHAMMAL SIMON, Minister for Local Administration in charge of Fisheries.

It is only a year since the Advisory Board was first constituted to advise the Government on the improvement of Fisheries generally and on measures for developing the industry and for promoting the welfare of the fishermen. The first meeting of the Board was held on the 23rd of August 1957, and many important matters were discussed. Since then many developments have taken place of which we should make a careful review and formulate plans for further action. The most important event since we met last is the separation of the Fisheries branch from the Industries Department and the formation of a separate Department called the Fisheries Department. This step was taken by the Government considering the importance of Fisheries from the food situation point of view and also the enormous development and revenue yielding possibilities of the industry and the need for paying undivided attention to fisheries work.

At the first meeting of this Board, it was complained about the lack of approach roads, drinking water wells, medical facilities, sanitary conveniences etc., in fishing villages and pleaded for the early formulation and implementation of improvement schemes. The welfare of fishermen is an immense problem which cannot be tackled by the Fisheries Department alone which is principally a Technical Department. The general amelioration of fishermen should be the responsibility of authorities like the Collectors, Local Bodies and all other welfare Departments. However, as these departments have no real contact with the fishermen, the Government have recently sanctioned a post of Fisheries Welfare Officer in the grade of Assistant Director of Fisheries who will act as a liaison to secure ameliorative measures through the departments concerned. We have also circularised Collectors to devote some attention to fisheries development work and the welfare of fishermen in their districts.

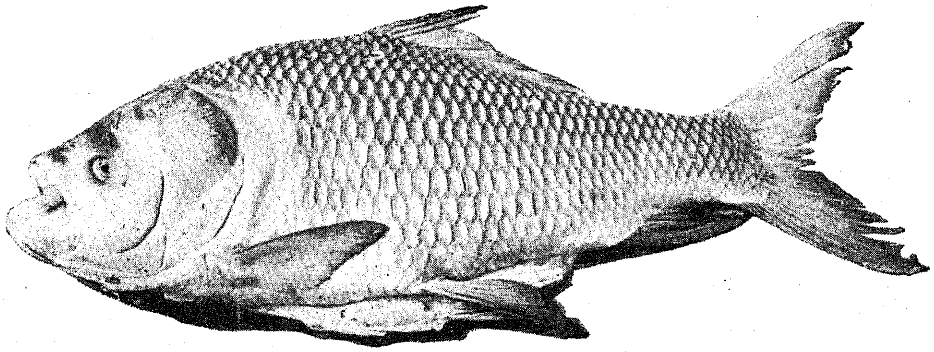
As regards the several recommendations made at the first meeting of this Board, I am glad to say that many of them have already been implemented and that necessary action has been initiated to implement the others. The importance which the Government attach to your recommendations will be realised from the fact that at the Departmental Conference of Fishery officers held in October last, the several recommendations made by you were included in the agenda of the conference and discussed with the officers and steps were taken to implement them as quickly as possible. The action taken by the Government on each recommendation made at the first meeting of the Board has been detailed in G.O. No. 1252, Food and Agriculture, dated 31st March 1958. I do not intend to repeat them now and take up your valuable time but will content myself by referring briefly to the action taken by the Government on some of the important recommendations. The work of compilation and collection of information about the fishing grounds with a view to charting them, together

12 MAY 1958

with information on the season of availability of different varieties of fish along the Madras Coast is, I am told, progressing. I hope the Department will publish the results very soon. The development of fisheries in Kanyakumari district is also progressing under the supervision of a separate Assistant Director of Fisheries. Arrangements are also being made to construct and distribute more pablo boats and distribute Nylon yarn at subsidised rates. A departmental boat-building yard is being established at Rayapuram and it will help in the work of designing new types of boats. Estuarine fisheries in Ennore and Pulicat are receiving greater attention. An estuarine fish farm at Adyar will be constructed shortly. Steps for acquisition of lands and buildings for the fishing harbours at Cuddalore and Nagapattinam are proceeding. The construction of the Ice Plants at Mettur Dam and Tuticorin is progressing. Statistics of marine fisher-folk and their crafts and tackle have been compiled by the Department and brought out in the form of a small booklet. Surveys of the fishing villages with reference to communications, drinking water, education and medical facilities is in progress. The construction of a few houses for the benefit of fishermen in Kasikoilkuppam, Chingleput district, is also in progress. The development of sites acquired in Rayapuram for rehabilitation of fishermen affected by sea erosion has been completed and settlement of fishermen on the sites is going on. Many of the recommendations of the Fisheries Assistant Officer Fish Marketing Expert for the improvement of fish marketing have been given effect to. The Madras City Improvement Trust has drawn up a scheme for improving all slums including fishing hamlets in South Madras. An Audio-Visual Mobile Van received by the Department under T.C.M. Aid is being put to the best use for propaganda purposes in fishing centres throughout the State. A total provision of Rs. 34·77 lakhs has been made for the Department for 1958–59 against Rs. 30·70 lakhs during the previous year. The schemes in the Second Five-Year Plan will be pushed through vigorously and it is expected that the targets for the year will be easily achieved.

[*From the speech delivered at the Second Meeting of the State Fisheries Advisory Board at the Secretariat, Madras, on April* 16.]

Food value of



By Sri V. D. SPURGEON, Deputy Director of Fisheries, Madras.

It is truly said that it is mainly *Food* that makes or mars Man. For growth, maintenance and repair, our body must have a combination of all important food factors. The necessary food factors are carbohydrates, proteins, minerals and vitamins. For example, our bones require mineral salts, the muscles need proteins, etc. Moreover, these food factors should not only be in their correct proportions but also yield enough calories. Such a diet is called a "*Balanced Diet.*"

But the present-day diet of the rural and urban workers and middleclass people consists of mainly foodgrains, which is not a normal diet. They are obliged to take it because of poverty, the comparatively higher price level of *Protective Foods*, and ignorance. The deterioration in the quality of their diet is going on progressively during the last decade and the war has only accentuated it, so that the diet is now deficient both in quantity and quality, and the stamina of the people has become dangerously low.

Protective Food.

For proper maintenance of the health of nation, the people must have a particular type of nutrition or combination of food. In the "Balanced Diet" the two main constitutents are *Carbohydrates*—450 to 550 grams and *Proteins*—75 to 85 grams. The Carbohydrates are class of nutrients which supply the daily energy requirements of the body. Starchy foods in general are rich resources of Carbohydrates, common examples being cereal pulses, root-vegetables and fruits. Our people have too much of Carbohydrate or starch in their daily menu. What is lacking therefore is Protein. Proteins are energy-producing as well as body-building substances. We need them badly for building up flesh during years of growth and keeping the body in a state of good health throughout our lives. Proteins can be had from pulses as well as animals. But nutrition workers tell us that animal proteins are superior to vegetable proteins, because animal proteins contain building materials which are better suited to our bodies. For the animal proteins the usual sources are milk, meat, egg and *fish*. These are termed by the nutritional experts and medical men as *Protective Foods*, becuase they maintain the stamina of people at a high level and thus protect them from tuberculosis, malaria, anaemia, diarrhoea, etc. They are also called nutritive foods, becuase they are essential for good growth and for repair of tissues damaged by daily work and by illness.

Of course most of the above *Protective Foods* are not available cheaply for the masses to eat and strengthen themselves against attack of diseases. This article is therefore intended to emphasise the importance of *fish* and other *fishery products* as an essential

A net full of fish.

yet cheap animal *protein* and *protective* food within the reach of all non-vegetrerian sections of our population.

Importance of Fish Food.

Numerous nutritional reports emphasise the importance of *fish* in Asian diet and recommend that steps be taken to increase the supply of *fish.* The Nutrition Committee at the F.A.O. meetings in the Phillippines in 1948 and the same committee meeting again in Rangoon in 1950 has recorded the fact that *fish* is a valuable source of protein and that therefore its production should be increased in most countries in the East. The Famine Enquiry Commission reporting on the Bengal Famine of 1942 made similar observations.

Nutrition experts in India conducted researches to ascertain the food value of fish. They have discovered that fish protein is characterised by the rapidity with which it is digested and absorbed in the body. So poeple with low vitality also could eat and digest fish and regain lost health.

Animal proteins are more of a compact balanced food than any other. No other food contains as much vitamins and minerals as fish. The Eskimos, for example, live almost entirely on meat and fish.

In addition to this undoubted significance as a source of protein, fishery products play an important role as a diversifier of diet. Fish curry, dry fish and fish pickle used in small quantities at each meal serves as condiments to flavour the more neutral food stuffs such as rice and millets.

In view of the aforesaid advantages, fish protein is necessary throughout life and especially so during period of growth. In fact, at least 1/5 of our daily requirements of proteins should be from animal source.

Fish Research.

The Tunny fish stands first in protein content, followed by sharks and rays and then by other *clupeids.* Sharks and rays, which are generally despised by fish-eaters, contain greater percentage of protein than most of other fishes, and possess very favourable qualities like colour, flakiness and consistency besides their low cost. At present, these fishes are not very popular due to religious and sentimental objections. It is high time that such prejudices are cast off and more universal use is made of these cheap sources of protein.

Anchovies stand first in fat contents, closely followed by the mullet and big jawed Jumper. Other fatty fishes worthy of mention are oil sardine, seer, sole, ribbonfish and the Indian herring. Availability of calcium and phosphorus depends on how much of fishbone is edible. Calcium in fish helps in bone and teeth formation and in proper clotting of blood when exposed by wounds. Sea fish provides large amounts of iodine. Iodine is important to nursing mothers as it promotes adequate milk supply. Its chief importance is in its help for thyroid gland found in the neck. Fat fish is rich in Thiamine (B Group Vitamin) and the roe from some of these types is among the richest of all flesh foods in Thiamine Vitamins.

Potential Sources.

Prawns, lobsters, crabs and oysters are rich in minerals as well as fat. Oysters in particular are rich in Vitamins A, B, C and D.

The fish eaten whole (like Silver belly, sole and White-bait) and the shellfish (*Mytilus edulis*) showed a high phosphorous and calcium content. Other shell fishes contain a fair amount of carbohydrates unlike ordinary fishes. It is also acknowledged that because of the culinary and gustatory properties of the fish it is the potential source of universal nutritive food, being devoid of any tough ligaments and tissues. It is easily cooked, chewed and digested.

 may-1958 / Vol XII No 5

Similarly, another report on food value of shellfishes found off the coast of Ramanathapuram district reveals that *Nathai* and *Vazhimatti* (two kinds of common shellfishes), molluscs compare in food value favourably with fish and are richer in calcium and iron, though somewhat poorer in phosphorus. This research, therefore, justifies the popularisation of these molluscs as food, as good as fish.

In the United States of America where the fishing industry has advanced a good deal in recent years, greater attention is now paid to technological researches. The U.S. Government have four important technological research stations at 1. College Park, Maryland, 2. Ketchikan, Alaska, 3. Seattle, Washington, 4. Boston, Massachussetts. These laboratories are staffed by groups of research workers for conducting research on the manufacture and preservation of all varieties of fishery products and by-products.

Fish Oil Research.

Fish oils rank very high in medicines as strengthening tonic. Norweigian and English Cod Liver Oils are well known as rich sources of Vitamin A. The Cod Liver Oil is prescribed as a world famous specific for invalids, infants, expectant mothers and people with weak constitution and rickets. Prior to 1923 sardine oil was used only for curry and industrial purposes. Subsequently first class sardine oil found favour with the Malabar folk as medicinal oil. This led to various investigations by the Madras Fisheries Service from 1923 onwards. Dr. Sunder Raj, then Director of Fisheries, then turned his attention to shark liver oil. Along with Dr. Aykroyd, Director of Nutritional Research, Coonoor, a Vitamin survey of shark oils was inaugurated. The *investigations conclusively proved the abundant presence of Vitamin A in Shark Liver Oil and thus led to the recent commercialisation of this oil by Government.*

Shark Liver Oil is very soothing to burns and is beneficial to sufferers from whooping cough and tuberculosis. On account of sustained research by the Madras Fisheries Deaprtment at its Technological Laboratories at Calicut and Tanur from 1940, it is now established that Indian Shark Liver Oil is infinitely richer than imported foreign Cod Liver Oils. *The shark liver oil of Madras has sometimes shown 29,000 I.U. of Vitamin A per gram.* On account of the high potency of our shark oils it is found necessary to dilute them with vegetable oils containing Vitamin D and bring them down to twice the strength of Cod Liver Oil. High potency shark liver oil is also put in the market under the trade mark "Adamin." *Malt preparations are also available in the market today for babies and others who dislike fishy smell and taste.*

Vitamin A is necessary to fight diseases such as Night Blindness, Keratomalacia, Toad Skin and predisposition of dysentery and respiratory infections. Night Blindness is inablity to see in dim light. Keratomalacia is also eye disease due to opaque spots in the cornea. Toad skin diseases is dryness and roughness of the skin. By continued research on nutritional value of fish, fish oil and fish preparations, we can be greatly benefited in the course of a few more years.

The Madras Fisheries Research Section with its Inland, Marine and Technological sub-sections, six biological stations, six departmental fish farms, numerous tanks and stretches of provincialised waters, fish curing yards and 40 years of fisheries experiences, is of the greatest service to Indian fisheries research.

Significant Role.

Researches made it possible to conduct hygienic curing, smoking, pickling of fish, semi-drying of prawns, and manufacture of beche-de-mer, fish meal, guano, fish manure, isinglass, fish glue, etc. The Depatrment is widening its scope for development with good planning and organised research. With the dawn of the new Era of Atom Age, fisheries research and development are bound to play a significant role in solving man's needs by the fuller utilisation of the resources of water as of land.

To sum up, fish and fish products are the cheapest protein, easily cooked or easily preserved, chewed and digested and yet the most powerful *Protective Food* that guards as from deficiency diseases.

The present average duration of life of an Indian is 27 years, while that of an Englishman is 65 years. It ought to be quite clear to us that the excess of foodgrains in our normal diet must to a large extent be responsible for this glaring difference. *Therefore, eat more fish and fish products and live long.*

State Harijan Welfare Committee

The State Harijan Welfare committee at its meeting held on April 6 at the Committee room of the Secretariat unanimously adopted a resolution requesting the Government to issue special orders to appoint a Harijan Trustee compulsorily in all temples under the control of the Hindu Religious and Charitable Endowments department so as to root out the practice of untouchability completely. If necessary, the Government was requested to amend the Act suitably.

The meeting was presided over by Sri P. Kakkan. Minister for Harijan Welfare, and was attended by M.L.As. and M.Ps. who are members of the Committee. Sri S. R. Kaiwar, Secretary to the Government in the Industries, Labour and Co-operation Department and the Director of Harijan Welfare and other officers attended.

The question of forming co-operative farming societies for Harijans for the purpose of taking over temple lands on lease was suggested for serious consideration by the cultivating Harijan tenants. It was pointed out that if such societies were formed, it would be easy to get temple lands on lease and the cultivating Harijan tenants will be benefited. It transpired that already three such societies were functioning near Kumbakonam.

A suggestion was made that under the scheme of Housing colonies for Harijans, the rules regarding the minimum numbers of houses to be constructed, viz., 20 may be relaxed, if the minimum number fell short by one or two. The Minister pointed out that this was being done already.

The Committee also requested Government to ensure proper representation for the Harijans in the local boards, if necessary, by re-examining the delimitation of wards and constituencies.

The Committee also considered the question of providing permanent buildings fpr Harijan hostels, reservation of more seats in the technical institutions, and provision of common halls in all taluk headquarters for the use of Harijans.

The Hogainakkal Falls.

Know Your District

SALEM

Salem district lies between 11° and 12° 55′ of northern latitude and 77° 28′ and 78° 50′ of eastern longitude. It is bounded on the north by Mysore and Andhra States and North Arcot district, on the south by portions of Coimbatore and Tiruchirappalli districts, on the east by portions of North Arcot and South Arcot districts, and on the west by Coimbatore district and Mysore State. The area of the district is 7,051 square miles.

The Taluks.

The taluk of Namakkal in the south which originally formed part of this district and was transferred to Tiruchirappalli in 1910, was, with the exception of Thathayangarpettai firka, retransferred to Salem in 1918. In the same year, a new taluk known as Rasipuram was constituted consisting of some villages of the old, Salem, Attur, Namakkal and Tiruchengode taluks and placed in charge of an independent Deputy Tahsildar. The Mettur taluk which was formed in 1929 was abolished during the year 1935 and all the villages were transferred to Omalur taluk. Yarcaud was constituted as a new taluk and placed in charge of an independent Deputy Tahsildar. The villages of Uttangarai and Kallavi firkas in Harur taluk were transferred to Krishnagiri taluk in 1951. The district as at present constituted consists of eleven taluks, namely, Hosur, Krishnagiri, Dharmapuri, Harur, Omalur, Tiruchengode, Salem, Attur, Namakkal, Rasipuram and Yercaud comprised in three revenue divisions. The zamindari areas were taken over by Government in the year 1951 and survey and settlement operations are in progress.

Hills and forests.

The district contains numerous hill ranges which perhaps constitute its greatest charm. The Shevaroys covering about 100 square miles with the greatest length of 17 miles and greatest width of 12 miles are situated in the Yercaud taluk. Its rocks are full of magnetic iron. The whole mass of the Shevaroy Hills belongs to a very important series of igneous rocks which are now recognized as the Charnockite series. Though the geological features of the district are simple, they are of much greater interest than is generally the case in mainly metamorphic regions.

The forests of the district are of considerable value and are situated mostly on the numerous hill ranges. They cover a total extent of 1,565·822 square miles, of which an area of about 1,539 square miles are reserved forests.

The most valuable forest is found in the 500 or 600 square miles of hill tract which forms part of the catchment area of the Cauvery. This magnificent tract of forest is a sparsely populated and little known.

Rivers.

The chief rivers in the district are the Cauvery, the Vasishtanadhi, the Swethanathi and the Ponnaiyar. The chief tributaries of the Cauvery are the Sannathkumaranathi or the Chinnar, the Thoppayar river, the Sarabanganathi and Thirumanimuthar. The water-fall of the Cauvery at Hogainakkal is about nine miles west of Pennagaram and it attracts large crowds during the Tamil month of Adi, when there are high floods in the river.

Climate and rainfall.

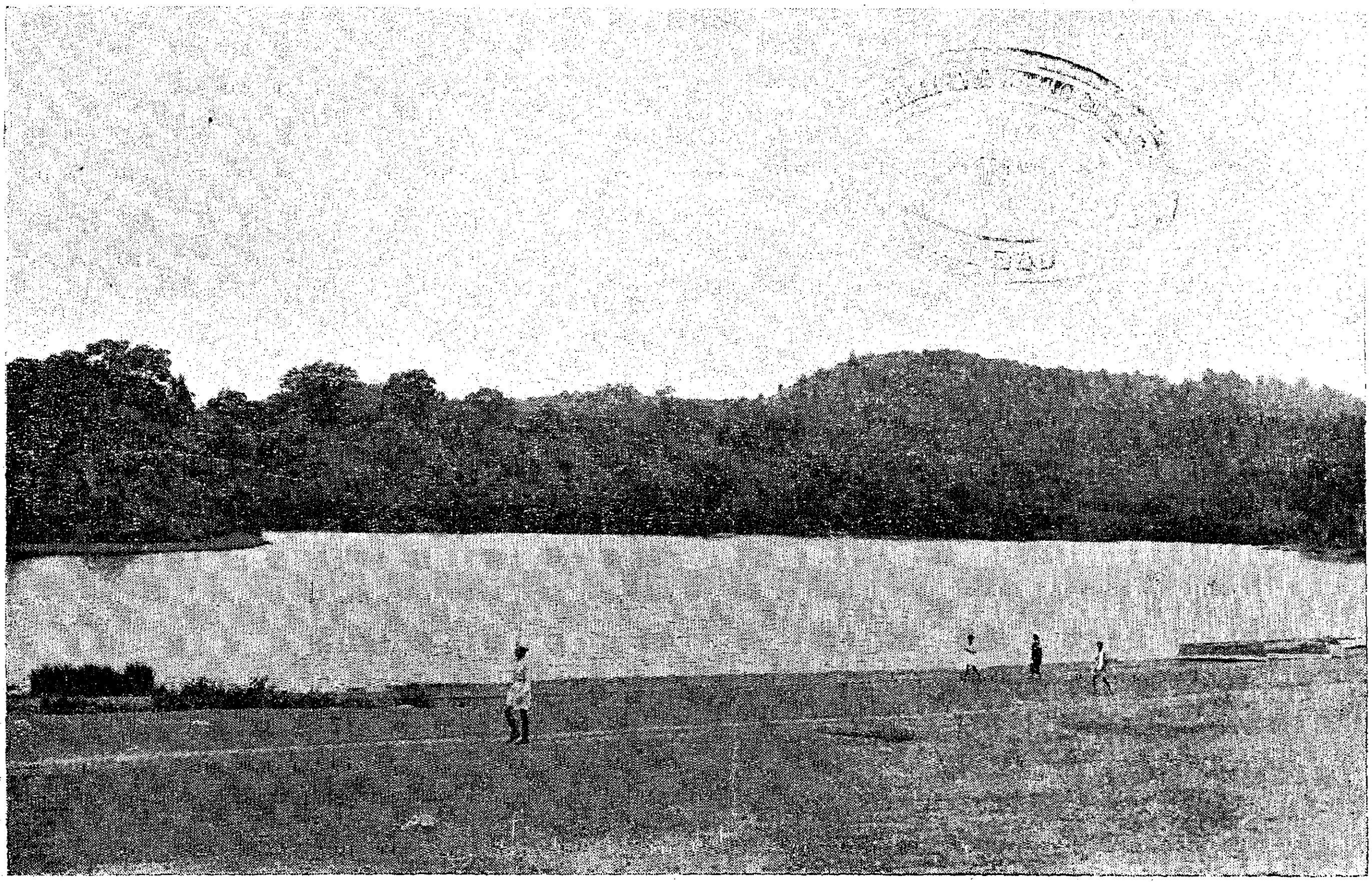
The climate of the district varies according to the altitude. It is pleasant in Hosur and in the northern portions of Krishnagiri taluks almost throughout the year. The plains are hot and dry especially during the months of April and May. The heat declines steadily from June on the outbreak of the south-west monsoon on the West Coast. The district has the advantage of both the monsoons and the rainfall is equitably distributed. The total rainfall is more than 30 inches in all the taluks except Yercaud where it is 65 inches. Most of the rainfall of both the monsoons fall between August and October. Irregular showers are had in June and July and summer showers in May. The dryness of the atmosphere, the comparatively cool nights and the drop in temperature from June always render the climate of the district on the whole pleasant. The Shevaroys in Yercaud taluk enjoy a very pleasant and mild climate. Yercaud is a hill station, and it is a summer resort which is capable of development.

Soils.

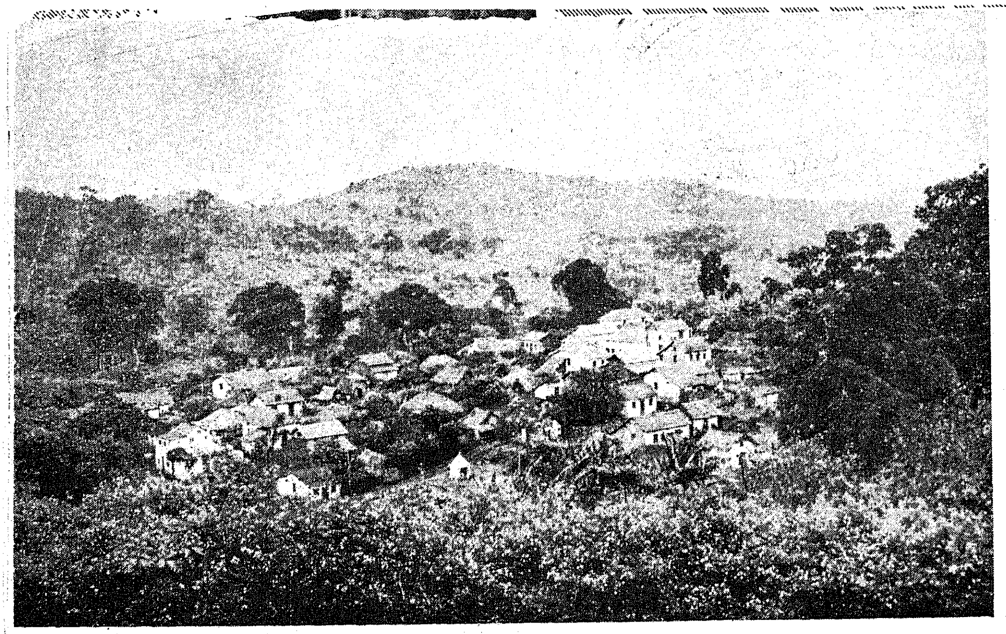
The soils are mostly black clay, mixed or black loam, black sand, mixed or loamy red ferruginous and red sand or gravel. The most fertile are the black or regar loam which absorb and retain moisture from the atmosphere. The red sandy soils are equal to loams in productivity. In Hosur taluk the soil is chiefly red and sandy loam. Hosur taluk consists mostly of poor sandy soil. Considerable stretches of good loams and black clay are found in parts of Dharmapuri and Krishnagiri taluks. In the immediate vicinity of Dharmapuri town, black cotton soil is present. In the Talghat section red soils predominate. In and around Attur, the soil is black (due to alluvial deposits with red sub-soil). Bauxite is available in abundance in the Shevaroy Hills. Magnetite iron beds are found in Kanjamalai, Godumalai, Singapuram, Kollimalai, Theerthamalai and at Mallikkarai, granite in Kanjamalai and the northern part of Chalk Hills and magnesite, chromite, lime-stone and corrundum in Salem, Omalur and Namakkal taluks.

Irrigation.

Salem district is intersected by numerous hill ranges and valleys running parallel to one another. The chief sources of irrigation are the river



The lake at Yercaud



A view of the Yercaud Hills

systems of the Cauvery, the Thirumanimuthar, the Sarabanganathi, the Swethanadhi, the Vasishtanadhi, the Vaniyar, the Chinnar or the Sannathkumaranathi and the Ponnaiyar. The Thirumanimuthar and the Sarabanganathi are tributaries of the Cauvery, rising on the Shevaroys and irrigating parts of Salem and Tiruchengode taluks. The Vellar and the Vasishtanathi which rise in Kollimalai and Kalarayan Hill ranges respectively serve the Attur taluk before entering the South Arcot district. The Ponnaiyar and its tributaries (the Vaniyar and the Pambar) are perennial though the supply is scanty in the dry season. There are three channels taking off from the Cauvery in Namakkal taluk, viz., (i) Raja channel, 22 miles long ; (ii) the Komarapalayam channel, 11 miles long ; and (iii) the Mohanur channel, 16 miles long. The three major irrigation tanks in the district are those in the villages of Barur, Penukondapuram, Badethalav in Krishnagiri taluk. Barur tank is fed by the Ponnaiyar river, while the Penukondapuram tank is fed by the Mathur river of the Pambar river minor basin. Badethalav tank gets supply from Markandanathi. There are in addition, 2,256 tanks and other irrigation sources in the district, most of which have small catchment areas and the ayacuts of less than 50 acres. Irrigation under these sources has often to be supplemented by wells in December and January when the supply runs short.

Food and commercial crops.

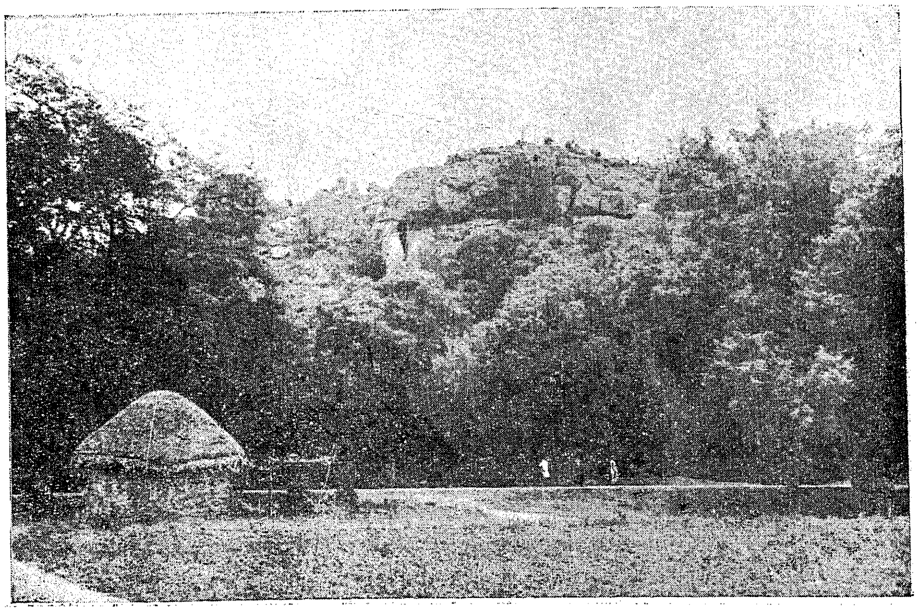
The chief food crops are paddy, cholam, cumbu, ragi, varagu and samai with limited extents of korra and maize. Horsegram is extensively grown. Groundnut is the chief commercial crop. Cotton, gingelly, tobacco and chillies are grown on smaller extents. Arecanut is grown on limited extents in Hosur and Attur taluks. Coffee is grown on the Shevaroys in the Yercaud taluk. The Shevaroys are also noted for oranges, pears and plantains. The Kolli Hills yield good plantain and jack fruits. Cardamom and other spices are also grown in Kolli Hills. Salem is well known for graft mango fruits which are exported to places throughout India and Ceylon and Burma. Good grapes are grown in Krishnagiri taluk.

Railways.

There are 119¼ miles of broad gauge and 47¾ miles of metre gauge railway in the district. The West Coast broad gauge line from Madras to Mangalore traverses the taluks of Krishnagiri, Harur, Omalur, Salem and Tiruchengode. A broad gauge line connects Salem with Vriddhachalam across Salem and Attur taluks. The railway out-agency at Dharmapuri is served by Morappur station for parcels and goods. The out-agency for parcels and goods at Edappadi in Tiruchengode taluk is served by MacDonald's Choultry station. The out-agency at Krishnagiri for parcels and goods is served by Tiruppattur station in North Arcot district. Rasipuram out-agency for passengers, luggage and parcels is served by Salem Junction. Salem Market station serves the Rasipuram out-agency for goods. Thammampatty out-agency for parcels and goods is served by Attur Station. Tiruchengode out-agency for passengers, parcels and goods is served by Sankaridrug station. The taluk headquarters of Attur, Salem and Omalur alone have railway connexions.

Roads.

The total length of the roads is 2.525 miles, consisting of 205 miles of National Highways, 62 miles of State Highways, 950 miles of major district roads, 698 miles of other district roads, 497 miles of village roads and 113 miles of municipal roads.



A view of "Poiman Karadu", a hillock in Salem district

SALEM DISTRICT
MYSORE
HOSUR
Samanapalle Reservoir Scheme
DENKANIKOTA
HOSUR
ANDHRA
KRISHNAGIRI
KRISHNAGIRI
Chinna Reservoir Scheme
Anicut Across Doddahallu River Near Anchetti and Reservoir For A Storage capacity of 2000 Cft
Pambar Reservoir Scheme
NORTH ARCOT
DHARMAPURI
HARUR
Vaniyar Reservoir Scheme
SOUTH ARCOT
OMALUR
YERCAUD
YERCAUD
METTUR
OMALUR
SALEM
SALEM
ATTUR
Improvement of Talaivasal Anicut
COIMBATORE
ATTUR
Govindapalayam Anicut
RASIPURAM
Restoration of Ruined anicut Across Varattar
TIRUCHENGODU
TIRUCHENGODU
NAMAKKAL
NAMAKKAL
Taluk Head Quarters
Reservoir Scheme
Major industries
TIRUCHIRAPPALLI

Industries, etc.

At present there are 14 hospitals, 42 dispensaries and 56 maternity centres. There are also 1,630 elementary schools, 111 higher elementary schools, 60 high schools and a college in the district. The total cattle population is 3,671,831. The important cottage and small-scale industries are, cotton weaving, cotton dyeing and bleaching, woollen spinning and weaving, rope making, mat weaving, vegetable oil pressing, gur making, beedi manufacture, other tobacco products, pottery, basket making, cobblery and shoe-making, copper, brass and bell-metal works, leather tanning and making of porcelain and crockery-ware.

Population.

The population of the district in 1951 was 3,371,769. Excluding the extent of 1,565 square miles covered by forest, the density of the population in the district works out to 614 per square mile. The population of the district has increased by 17.7 per cent in the decade 1941—51, as against 17.9 in the previous decade. The increases were marked in Salem, Omalur, Attur and Hosur taluks. The increase of population in Salem taluk was mainly due to the industrial and commercial development of Salem town. Two new textile mills have come into existence during the decade ending 1950 and also other industries such as carpet and druggets factories, coffee-curing factory, aluminium factory, tanning factory, sandalwood oil factory, cinema, studios, etc. In Omalur taluk, the dominant factor has been the setting up of industries at Mettur—a textile mill, Mettur Chemicals, etc., which has attracted a large number of immigrants. Attur taluk is the chief paddy-producing centre for the district and has attracted many agricultural families from the areas where there is food scarcity. Other factors contributing to the increase of population are the agricultural colonies opened in this taluk, motor works, opening of glass factories and rice mills. Hosur taluk has a plentiful supply of ragi and has attracted immigrants from scarcity areas.

Vital Statistics.

The figures provided by the 1951 census are—

Average birth-rate 28.0 per mille and the average death-rate 16.5 per mille. The average birth and death rates are less than the normal rates for the State (31.7 and 21.2 per mille). The maternal mortality rate of 6.9 per mille is ess than that for the State (8.1).

Economic and Social Condition.

There are 37 towns and villages with a population of over 5,000, the most important of which are the municipalities of Salem and Rasipuram, the Mettur township and the hill station of Yercaud. The bulk of the population in towns belongs to the trading, industrial and other classes, while the rural population consists mainly of agriculturists. Weaving is carried on in every town or village of importance. Salem is one of the largest handloom centres in the State. Cotton and silk dhoties manufactured by Salem are very popular in Tamil districts. Though the people are simple in their ways of living, most of the ryots and weavers are indebted to money-lenders and middle-men. The labouring class as in other districts, is in a state of dependance on the ryots. In the cultivating season, the labourer is comparatively prosperous, and ekes out his livelihood during the off season by selling grass, fire-wood, etc., or by working on roads and other public works. Excepting Salem and the industrial town of Mettur, the population of the remaining parts of the district has very few common amenities.

Khadi .

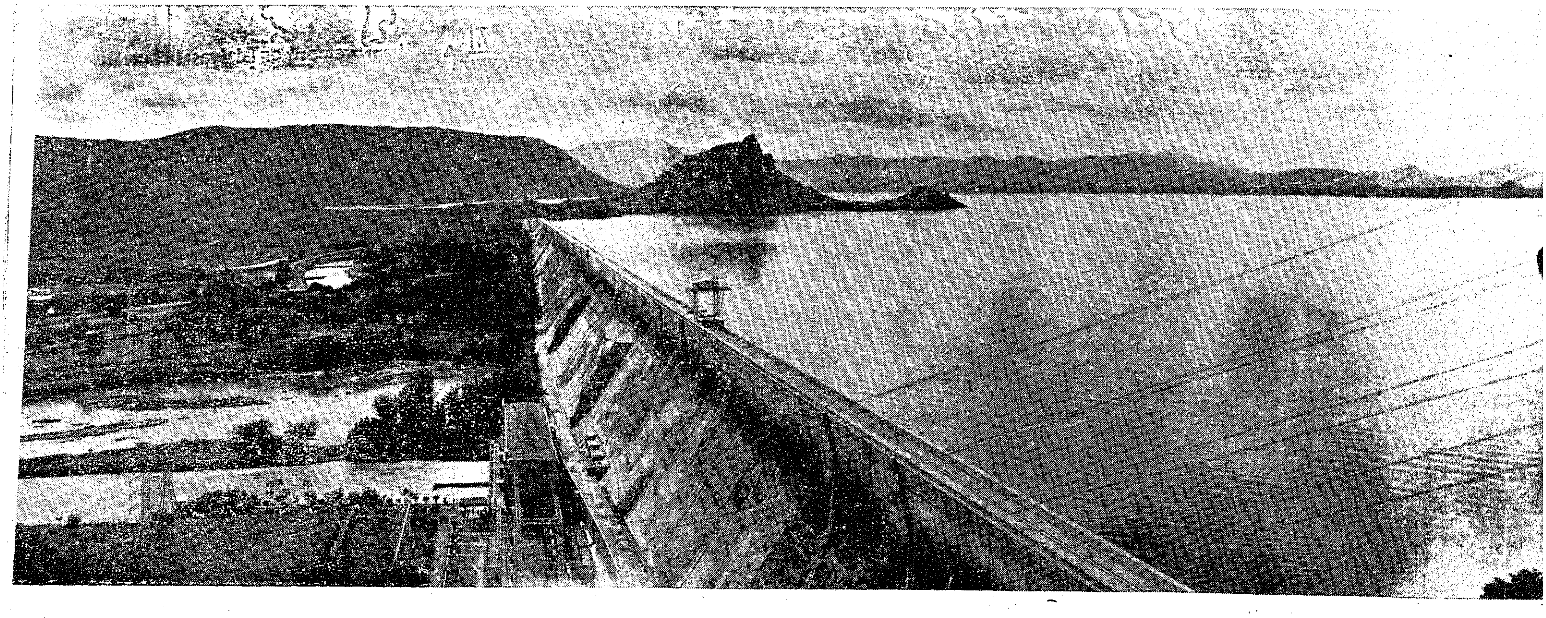
The total production and sales of Khadi by the Khadi Department through the various agencies during March 1958 :—

Production.

Khadi	.. 207.277—11 yards.	Rs. 4,51,694·23
Silk	1,176—04 yards.	Rs. 14,204·05

Sales.

Retail ..	90,911—11 yards	Rs. 2,28,357·45
Wholesale	157,559—14 yards	Rs. 4,01,136·06



A view of the Mettur Dam in Salem District.

National Employment Service
MADRAS

By Sri V. BALASUNDARAM, I.A.S.,
Commissioner of Labour and Director of Employment.

Full employment being one of the main objectives of social security, the International Labour Organisation in its Unemployment Convention of 1919 recommended that an Employment Service centrally controlled *should* be established in each member country. India ratified the Convention in 1921, but it was only in 1931 that the Royal Commission on Labour in India recommended the setting up of an Employment Service in this country. Though the need for an Employment Service was accepted on the recommendation of the Royal Commission on Labour in 1931, the years of depression that followed did not favour the establishment of an Employment Service in India.

The National Service Ordinance, 1940.

On the outbreak of World War II, recruitment of personnel to the Armed Forces was undertaken on a large scale. But when an acute shortage for technical personnel was felt, the Government of India proclaimed the National Service (Technical Personnel) Ordinance of 1940 in order to train and employ technical personnel in large numbers. As a sequel to this Ordinance, ten Employment Exchanges were established in India during the period 1943–44. Thereafter, the question of resettling and rehabilitating the demobilised personnel engaged the attention of the Government of India. Before the cessation of the war, plans were drawn up for an orderly resettlement of the demobilised personnel through a network of Employment Exchanges all over the country. As an initial step, the Directorate General of Resettlement and Employment was set up at Delhi in July 1945 with 71 Employment Exchanges spread over the country. Officers from the Armed Forces were selected and trained for service under this Directorate.

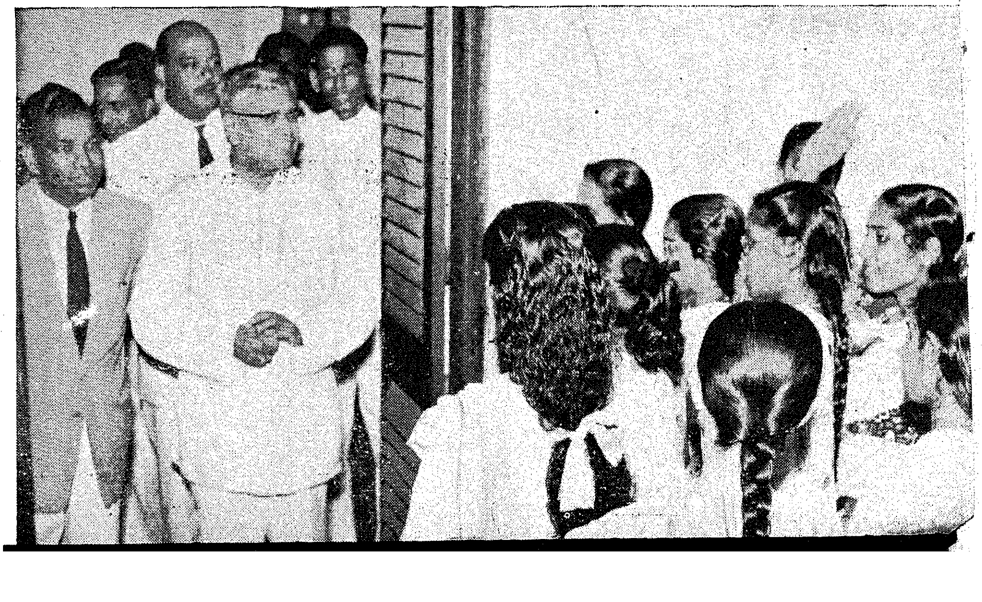
Open to Civilians.

At the close of the war, the Employment Exchanges undertook the programme of resettling and rehabilitating the demobilised personnel. When that programme nearly came to a close by the end of 1947, the Government of India examined the utility of the Employment Service in the context of the needs of the country and made a vital decision that instead of merely catering to Ex-service personnel, the programme of work should be broad-based to extend the benefit of the Service to civilians also. With this end in view, the Employment Exchanges all over the country were thrown open to the civilians also in 1948.

The T.E.S.O. Committee.

In the early stages of development, a Regional Directorate of Resettlement and Employment set up at Madras supervised and controlled the Employment Exchanges in four States, namely, Madras (Composite), Mysore, Travancore-Cochin and Coorg. In November 1952, the Government of India constituted the Training and Employment Services Organisation Committee in order to examine the future of the Employment Organisation with a view

These girls are after jobs. Sri R. Venkataraman, Minister for Industries and Labour, being greeted by them when he paid a visit to the Madras Employment Exchange.



A woman applicant for a job being interviewed by the Officer.

to orientating it according to the needs and requirements of the country. The Committee so constituted with Sri B. Shiva Rao, M.P., as its Chairman completed its itinerary and survey and submitted its report in April 1954. The recommendations of the Committee envisaged vital changes in the pattern and policy of the Employment Service. One of the main recommendations related to the transfer of the administrative control of the Employment Exchanges from the Union Government to the respective State Governments. This issue was examined at great length by the Government of India and after negotiations with the State Governments on the details of the transfer, the Employment Exchanges were transferred to the respective State Governments on 1st November 1956 synchronizing with the reorganisation of the States.

New Set up.

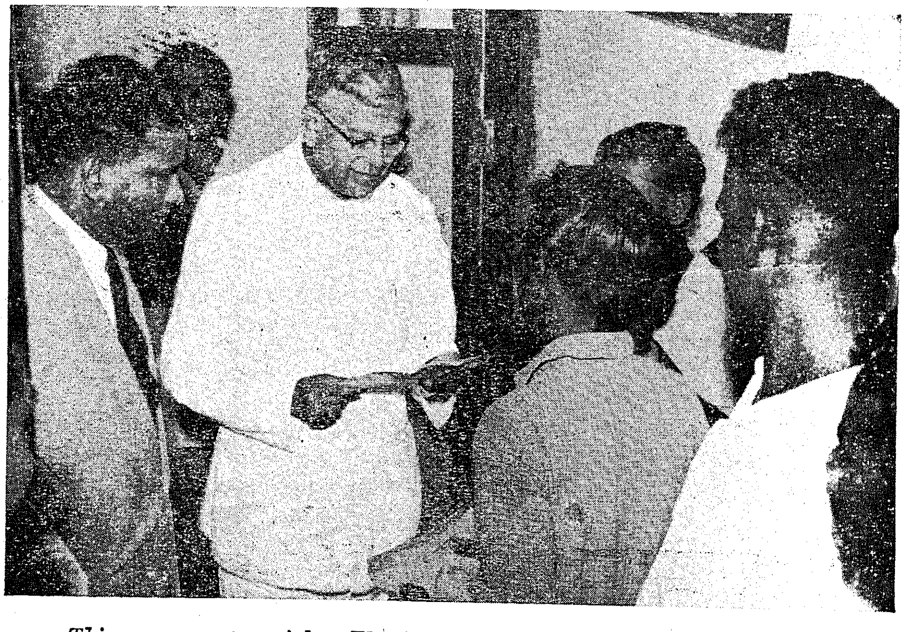
Consequent on the transfer of the administrative control of the Employment Exchanges to the States, a Directorate was set up on 1st November 1956 at Madras to supervise and control the Employment Offices in the Madras State. Formerly, there was a Regional Employment Exchange in the City of Madras. Besides, there were four Sub-Regional Employment Exchanges and eight District Employment Offices in the State. But in the new set up, the Regional Employment Exchange, Madras, and the Sub-Regional Employment Exchanges at Vellore, Tiruchirappalli, Madurai and Coimbatore were converted into District Employment Offices, making a total of 12 District Employment Offices, one at each District Headquarters except the Kanyakumari District and two Sub-Employment Offices one at the Manimuthar Project in the Tirunelveli District and the other at the Vaigai Project in Madurai District. On the merger of the Kanyakumari District with the State, the Government thought it appropriate to establish a District Employment Office for that District also and have recently sanctioned the opening of a District Employment Office at Nagercoil. On the completion of the Manimuthar Project, the Sub-Employment Office at the project site has been closed down.

Right Person for the Right Job.

The Employment Offices render free and impartial service and try to place the right persons in the right jobs. They concentrate on the registration of applicants who seek employment assistance. Full particulars of the applicants are recorded on card indices and the applicants are interviewed by the Employment Officers and classified occupationally and their index cards filled occupation-wise. As a token of registration, each applicant is given a registration card. The registration is subject to renewal once in two months. Just as applicants are registered for employment, vacancies are also registered on an occupational basis so that the applicants registered may be matched at the quickest possible time with the vacancies notified to the Employment Offices.

The Job done in 1957.

During the year 1957, the Employment Offices in the State registered 160,503 applicants and placed 21,168 applicants in employment. 8,894 employers utilised the services of the



This man wants a job. The Minister is examining his Certificates.

Employment Offices during 1957 for getting their man-power requirements. The Employment Offices registered 28,717 vacancies during the year and effectively filled 24,035 vacancies, the others being cancelled or withdrawn from notification for various reasons. 389 vacancies which could not be filled by some of the Employment Offices were circulated to all the Employment Offices in the State and in some cases to all the Employment Offices in India for recommending suitable applicants. In this process of vacancy clearing 63 vacancies were filled.

How?

The operation of the card index system facilitates classifying, coding, selecting and submitting applicants in a speedy and systematic manner. At present, the Employment Offices deal with all vacancies of the public sector except those that come under the purview of the Public Service Commissions. These vacancies are notified to the Employment Offices in accordance with the instructions of the Government. As regards the private sector, no such compulsion is brought to bear on the private employers, but their co-operation and good-will are solicited by the Employment Officers through systematic contacts. The vacancies notified by the private employers are very few and generally of shortage categories. However, it is noticed that the number of vacancies notified by private employers in the State is steadily on the increase. It is hoped that with a fuller appreciation of the benefits of the Employment Service, the Employment Offices will be able to cater to the needs of the private employers in a greater measure.

At each Employment Office, there are special arrangements for registering applicants for managerial and supervisory posts by the Appointments' Branch set up for highly qualified technical and scientific personnel. Facilities are also available for the registration of women applicants. Besides the normal process of matching up applicants with the vacancies notified, the Employment Offices function as clearing agencies not only of vacancies, but also of applicants. The principle of clearing is that surplus categories should be diverted to deficit areas. The Regional Employment Co-ordination Office set up at the direc torate periodically circulates vacancies which cannot be filled by the Employment Offices which have registered them. This process of circulation results in the submission of applicants from more than one Employment Office. Similarly, applicants of surplus categories are diverted to deficit areas, by a process of labour clearing.

The Employment Offices maintain All-India vacancy lists which are compiled and issued from time to time by the Central Employment Co-ordination Officer, Delhi, for the information of applicants who would be suitable for such vacancies. These lists disseminate information on vacancies which normally will not be available to the applicants. Applicants who are mobile may avail themselves of the unique opportunity of being considered against all-India vacancies, through the Employment Offices where they are registered.

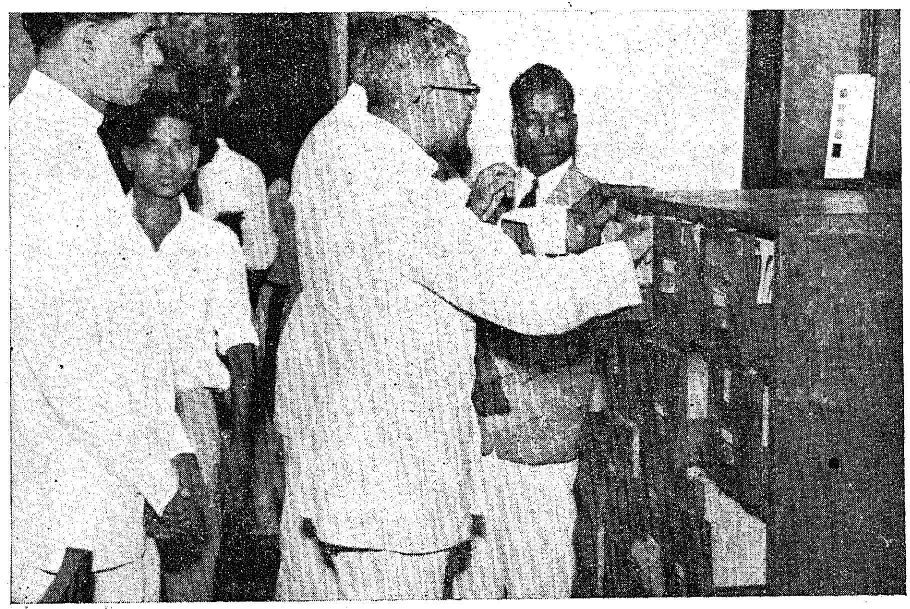
Employment Information.

Dissemination of information on various careers by distribution and sale of career pamphlets published by the Ministry of Labour and Employment, Government of India, is another special feature of work of the Employment Offices. At present, career pamphlets on 46 occupations, such as Draughtsman, Librarian, Overseer, Stenographer, Teacher, Health Visitor, Nurse, are available at each Employment Office for those who are interested in full information on these occupations.

The New Role.

The Employment Offices have so far been a machinery of registration and submission of applicants. But with the initiation of the Second Five-Year Plan, they have embarked on more technical work. Under the Second Five-Year Plan, three schemes have been launched, namely, the Occupational Research and Analysis, the Youth Employment Service and Counselling and the Collection of Employment Market Information. The scheme on Occupational Research and Analysis contemplates original study and review of job content with a view to evolving correct job definitions, job classifications and job evaluations which may finally help standardization of wages. The Scheme on Youth Employment Service and Employment Counselling proposes to give vocational guidance to school leavers and counselling to adult employment seekers, so that job seekers may be guided in the choice of careers. As a beginning, a Unit will be started at the District Employment Office, Madras, shortly, where Vocational Guidance and Counselling will be imparted to applicants in batches. Individual counselling also may be undertaken from time to time in respect of complicated cases. This programme will in no way duplicate the vocational guidance contemplated

(*Continued on page* 27.)



The Minister is going through the Index file of the Exchange.

MADRAS

Social Sciences and Community Development

By SRI M. G. RAJA RAM, I.A.S., Secretary, Public (P. & D.) Department and Additional Development Commissioner, Government of Madras.

The dictionary meaning of the term Social Science is " the Science that deals with human society or its characteristic elements as, family, State or race and with the relation and institutions involved in man's existence and well being as a member of an oragnized community." The Community Development Programme as has been thought of and attempted to be implemented in the country has got exactly this definition behind it as a guiding principle. It is the intention to apply that through the concept of the village commnuity as a whole cutting across caste, religious and economic differences. The Planning Commission has described this as the method through which the Plan seeks to initiate a process of transformation of the Social and Economic life of the villages. It is designed to promote better living for the community as a whole by arousing and stimulating their basic desire to have a happier life and to process the development of the area through people's own democratic and co-operative organisations, the Government coming in only with technical advice, supplies, credit and such other assistance as may be required. The operation of the programme through the people's organisations automatically strengthens the foundations of democracy on which our Constitution stands. It aims at making the villager understand his own position in this democratic set up and contribute his mite in the release and utilisation of social energy, to fuse together once again his co-beings into a state of a dynamic society with abundant vitality.

Having said this much about the concept of the Community Development Programme we have now to see what bearing the social sciences will have on this programme and how best to apply that science in creating an organized community that will be inspired only with the desire to work for the advancement of the village community as a whole at all times. In the days of yore in this ancient land of Bharat we did have a very well organized village community working under the guidance of a village panchayat which functioned not from a position of strength or superiority but from a deep appreciation of the human problems which gave them a superior wisdom to be in a position to guide the destinies of the village community. With the advent of foriegn invasions and the impact of various ideologies this well-knit society while benefiting a great deal, lost much of its character and individuality. Certain baser instincts like greed and selfishness inevitably reared their heads and coupled with the lack of understanding and efforts on the part of the foreign rulers to improve the situation a slow but sure demoralisation and degeneration set in. Thus by the end of the foreign domination we had a village society consisting of individuals who worked mostly for their own benefit and exploited the unfortunate have-nots to such an extent that bitter feelings of animosity came in between the castes and classes to the utter exclusion of the advancement of the community as a whole. With the advent of freedom and the liberty to think about and decide about our own destiny, the heavy responsibility of re-energising and reviving of the old well-knit village community has fallen on our shoulders. What should we do to inculcate that feeling of oneness in ourselves so that whatever we may do will result in the accretion of benefit to the community as a whole? In my opinion the following aspects of social science will determine the human relation betwneen man and man, and the careful study and application of which will certainly result in the advancement of our living conditions through the community development programme.

Education.

The village no longer stands alone. Powerful and influential forces bear upon it from within and without. The ability for an independent and clear thinking has got to be created in the individual. It will apply not only to the adult man or woman but also to the young. They must be able to read and write with a reasonable degree of proficiency. This will enable them to understand their own position and also look at themselves from the view point of others. The illiterate adults will have to be made literate, and the younger generation made completely literate compulsorily. Every individual must not only avail himself of the opportunity given by Government to educate himself but also make his own efforts to bring into the fold his co-beings. To go to a school and learn the three " R's" must be deemed a birth right of every Indian. Education by itself will create a new sense of dignity, self-respect and tolerance in the individual and this will go a long way in making him feel that he is an essential part of the village community and that in itself will bring responsibilities in its wake.

Environmental Hygiene and Sanitation.

With an optimum amount of education the desire to feel clean and hygienic not only in the physical sense but also in the mental sense will automatically grow up. That will be the time for us to educate them in simple things like how to keep their persons clean and in order to do that how to keep their houses clean and their clothes. The simple realisation that by obeying the normal instincts to keep clean and live clean it will lead to the development of a pride in the individual and a healthy sense of comparison and competition. The misery caused by avoidable afflictions and maladies will disappear. The innate desire to know more about the common diseases and how to prevent acquiring them and if acquired how to have them cured will appear in the individual. That is the time for us to tell him about it and he will be most receptive. Far from feeling that it is some sort of a Governmental propaganda he will know that it is

something affecting his very life. The children will have something to feel proud about their father, mother, household, its surroundings and the village. Parents will feel happy to bring forth just enough children whom they can keep reasonably happy and healthy.

People's Institutions.

Having given the optimum education and created a desire to look for a little more healthy and happy life and surroundings in the household, the next step of looking for a happy community and village life will automatically arise. The healthy sense of comparison and competition between the families in the village is bound to bring them together, if at least to see in what way the next door neighbour is better than he is. He will want to know whether by a joint effort and thinking he cannot have a better place in society and also a better place for his village in the area. He will be ready to receive suggestions at the correct time, how to join a co-operative society, where he can get credit facilities for all his requirements of Agriculture and the improvement of his household and the daily requirements for his food, clothes, etc. He will be ready to listen to a group of people who will be willing to take him as a partner in improving the sanitation of the village and the health of the people. He will be eager to acquire more knowledge about the technique of agriculture, facilities for maternity and child welfare, better modes of travel and better facilities of communications. He will be anxious to know his rights and privileges in society and the future for his wife and children. That is a time for us to disseminate the idea of forming a village community, a village panchayat and the village Co-operative centre. The village co-operative will entitle him to the benefits of all that can be had on a co-operative basis be it agriculture, clothes, food and medical facilities and indeed, facilities for education. The village panchayat will instil a sense of discipline and the realization that by listening to his betters he will one day be in that position when others will listen to him. The village community centre will provide facilities where people can gather to gether and discuss each others problems and difficulties and find solutions. They can have recreation and it will encourage the development of local art and culture. It will revitalise their dormant talents and bring them to the foreground. They can listen to the news of their country and of the outside world. They will know what their own countrymen think about them and also what their co-beings in the world think about them. It will be a forum to forget their caste, creed or religion and the differences in opinion, customs and manners that are largely responsible for unhappiness and uncertainty in themselves.

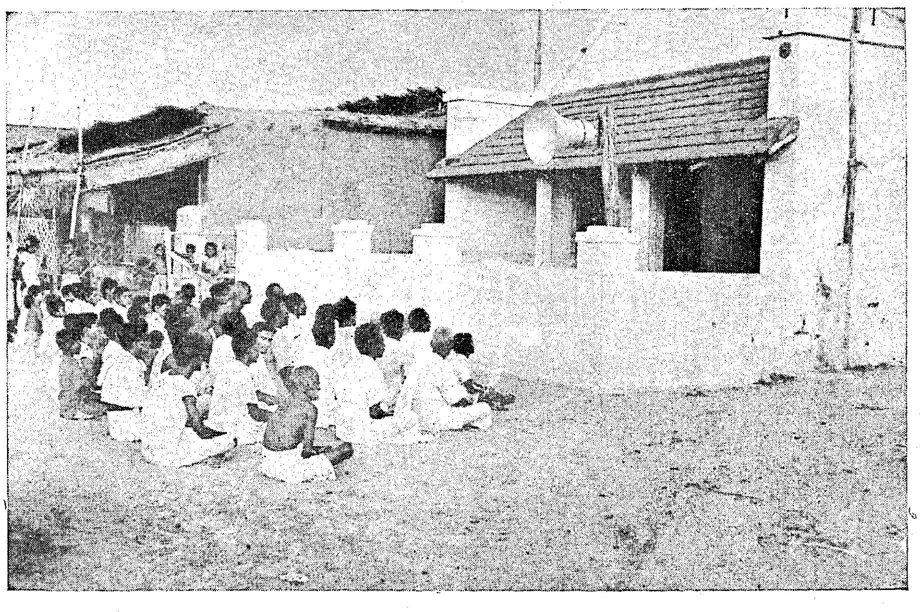
Rural Crafts and Industries.

Having moulded them into a well knit village organization and under a healthy village panchayat, every effort should then be made to encourage in first discovering to what best use their spare time can be put to and find avocations that will not only keep them busy but directly add a few extra rupees to their pockets. I do not wish to dilate on this particular subject further because you cannot lay a hard and fast standard about it or prescribe a yardstick. We may well leave it to the community to decide what they want and help them in achieving the same.

Democratic Decentralization.

I had mentioned earlier and discussed how exactly the study and application of social sciences can result in the satisfactory implementation of our community development programme. I have deliberately mentioned only a few of the most important and immediate items in the hope that when once these are achieved, the other hopes and aspirations will follow automatically. However, before closing I would like to discuss this last item without which the achievement of the Community Development Programme with the application of Social sciences cannot be much of a success. That is democratic decentralization.

It is a legitimate and rather an obvious aspiration for the common man in a democratic country like ours to expect to be given the freedom to think and act for himself to the betterment of his own living conditions. Any attempt therefore that will even unintentionally result in the creation of an impression that there is something forced upon him from above should be scrupulously avoided. Village panchayats and groups of panchayats will have to be brought into the folds of a viable unit which should have the freedom to levy its own taxes, collect them and along with the grants and other assistance given by their own elected Government, should be utilized towards developmental activities in their own area. They should also be given the responsibility to think about what they want, assess their available resources and draw up plans accordingly and also implement them under their own authority. Th



A Community Recreation Centre.

Committee on Plan Projects Team headed by Shri Balwantrai Mehta recently submitted a report on Community Development and National Extension Services to the Planning Commission, after studying the working of the Projects in the country. They have recommended that the Government should divest itself completely of certain duties and responsibilities and devolve them to a body which will have the entire charge of all development work within its jurisdiction, reserving to itself only the functions of guidance, supervision and higher planning. They have recommended that at the block level there should be an elected self-governing institution with its jurisdiction co-extensive with a development block. This self-governing institution called the " Panchayat Samiti " or the Block Board should be constituted by indirect elections from the village panchayats. They have suggested that the functions of this ' Panchayat Samiti ' should cover the development of agriculture in all its aspects, improvement of cattle, promotion of local industries, public health, welfare work, administration of primary schools and collection and maintenance of statistics. They have also contemplated that these block boards should act as an agent of the State Government in executing special schemes of development entrusted to it. They have recommended that the following sources of income should be assigned to the block board :—

(*a*) Percentage of land revenue collected within the block ;

(*b*) Any cess on land revenue and tax on professions, etc. ;

(*c*) Surcharge or duty on transfer of immovable property ;

(*d*) Net proceeds of tolls and leases and rent and profit accruing from property ;

(*e*) Taxes on pilgrims, entertainment, primary education cess, fares and markets ;

(*f*) Share of motor vehicles tax ;

(*g*) Grants from Government ; and

(*h*) Voluntary public contributions.

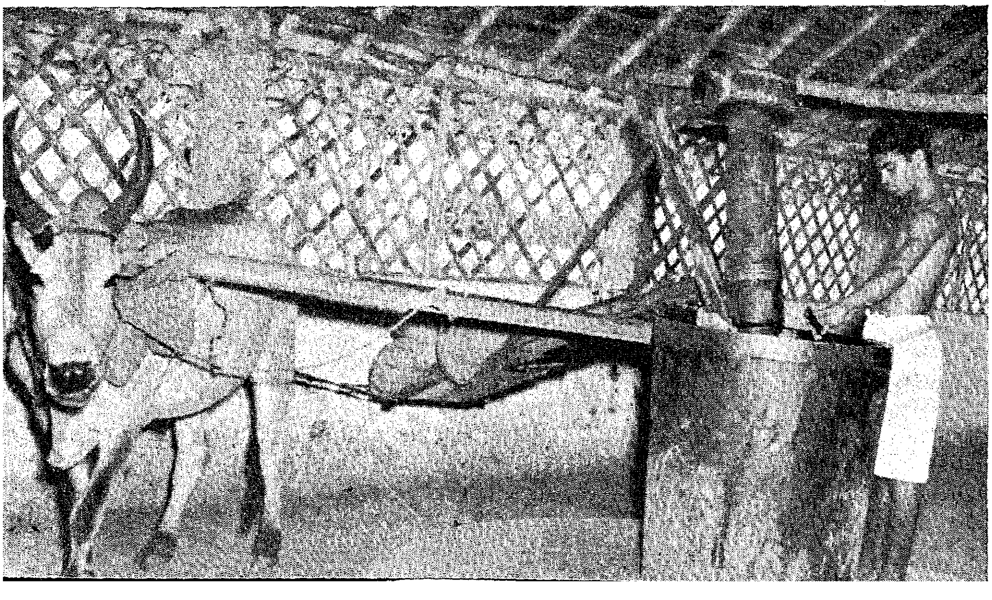
They have contemplated that the grants-in-aid given by Government should be conditional or unconditional or on a matching basis with due regard to economically backward areas.

Since the jurisdiction of these ' Panchayat Samitis ' is to be co-extensive with that of a block where a fully trained extension agency under a Block Development Officer will be in position, they have recommended that this block agency should act as the technical wing of the Samitis under the general control of the Panchayat Samiti Organization. Along with certain other recommendations dealing with the details of working the Samiti like the entitlement of the Member Village Panchayat to a share of the revenues, etc., they have also suggested the linking up of this institution to a corresponding body at the district level called the ' Zilla Parishad ' and the utilization of the District Collector as the administrative head and the various District officers as the technical extension agencies.

In Madras State a pilot project on these lines has already been launched in the formation of the North Madurai Panchayat Union which is almost similar to the Panchayat Samiti contemplated by the Metha Committee. Thus the principle of democratic decentralization has been accepted and with the experience gained in the working of the pilot project it is the programme of the Government to introduce them in all areas.

[From a Paper read on *Social Sciences and Community Development* on 29th March 1958 at the EDUCATION AND COMMUNITY DEVELOPMENT SEMINAR held at the Annamalai University.]

One of the village industries—Oil crushing.



Teacher's Conference at Tiruvallur

Following the success of the Teachers' Conference held at Kadambathur in February last, another Conference of the same timbre was organized by Sri J.A. Ryan, District Educational Officer, Chingleput, at Tiruvallur on March 24. The Director of Public Instruction presided over this Conference attended by about 500 headmasters and teachers from 102 Elementary and Basic Schools, two High Schools and one Training School.

The Director of Public Instruction, while addressing the participants, explained the purpose of the Conference and the great future that lay in it for the schools. He congratulated the teachers and the public for starting noon meal centres in every one of the schools and for the generous way they come forward to solve several of the problems facing the schools.

It is worth mentioning here that Rs. 12,496·16 were received in cash and kind for effecting improvements in schools. Land gifts also were received.

A general survey of schools was conducted and their requirements were noted and the schools came forward to choose projects that were within their capacity to implement, an [illegible] implement them with the co-operation of the Public and Government Departments.

12 MAY 1958
MADRAS

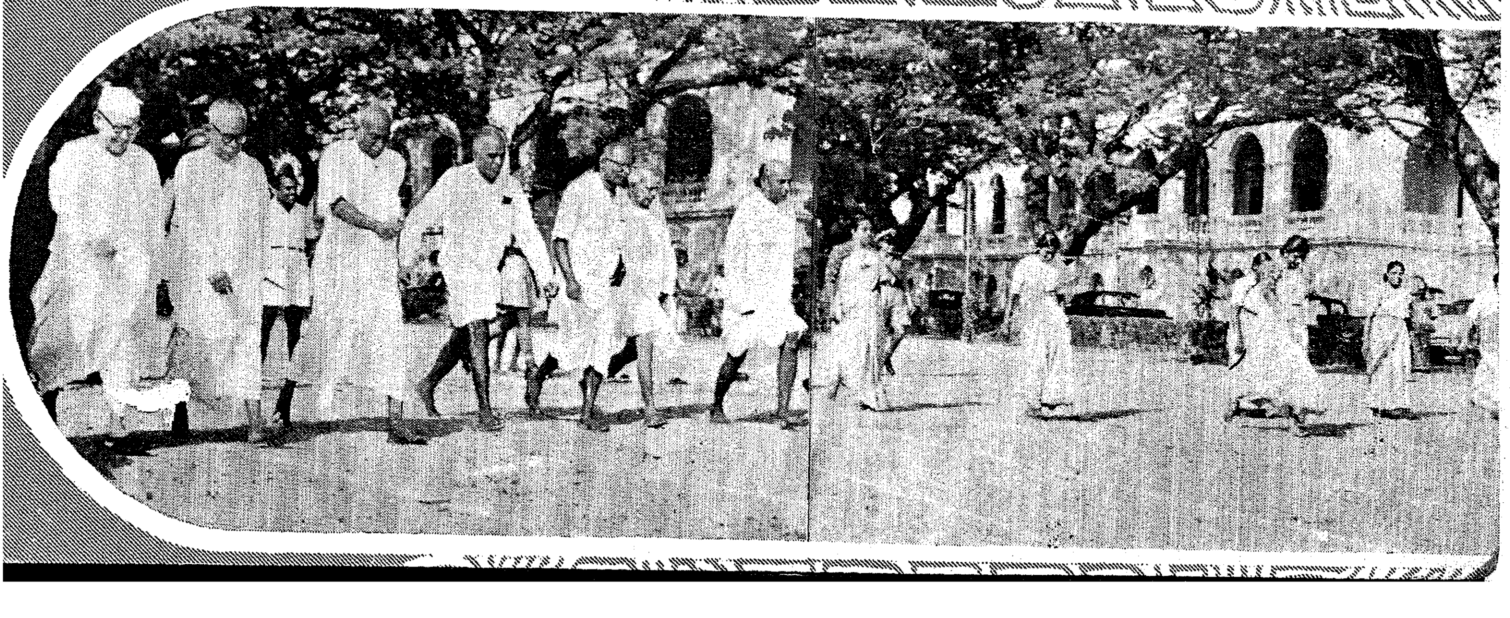
LEGISLATORS' SPORTS

The Madras Legislators' Sports was held on April 9th, the day before the conclusion of th Budget Session.

Above left : *The Women's team led by Smt. Lourdhammal Simon, who defeated th Ministers at tug o' war.*

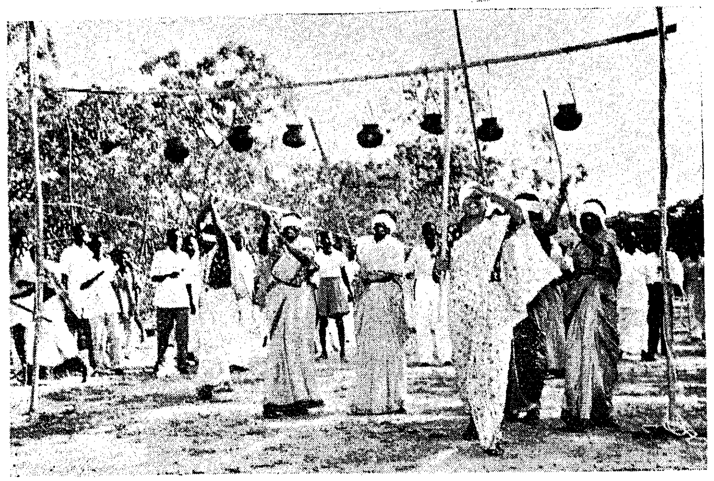
Above right : *The Chief Minister pulling with all his might.*

Below : *Best foot forward—Walking race in progress.*



12 MAY 1958
MADRAS

12 MAY 1958
MADRAS



LEGISLATORS'

Top left : *Participants in the Fancy Dress Competition.*

Above : *Breaking the pot—An art learnt in the Home Kitchen ?*

Bottom left : *Putting the shot—Ministers, Sri Ramaiah and Sri Kakkan showing their might.*

Bottom right : *Bending an Iron bar—Sri Lakshmana Gownder's feat.*

Centre top : *Srimathi Lourdhammal Simon as " AVVAIYAR ".*

Centre middle : *Sri C. Subramaniam proudly receives the District Challenge cup which went to Coimbatore District.*

SPORTS

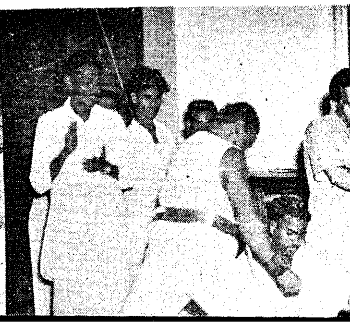
Top right : *Another set of participants in the Fancy Dress Competition.*

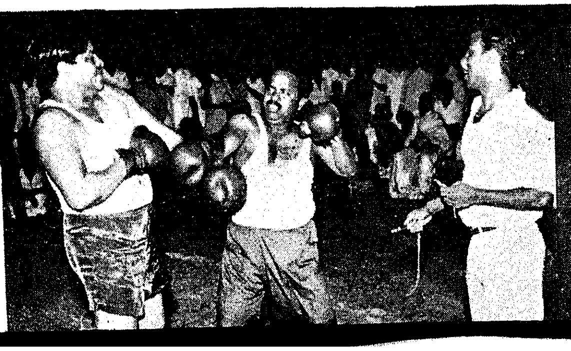
Above : *Facing the music—Musical chair for women in progress.*

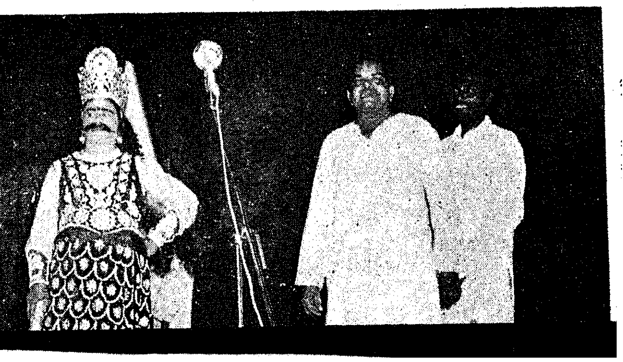
Bottom right : *" The Temporary Yama ", a farce staged by the Legislators.*

Bottom left : *Shots packed with punch—Sri Vinayakam and Sri Sarathi at it.*

Bottom centre : *The Governor chats with the Modern " Avvaiyar ", while Smt. Medhi looks on.*







WOMEN'S WELFARE IN THE STATE

A Review of the activities in the year 1957

Women's Co-operatives in the Women's Welfare Branches.

One of the recommendations of the Third Inter-State Seminar on Community Developement held at Ranchi in December 1956 is that where women groups work on co-operative lines around suitable crafts which supplement their family, such crafts should be organised on co-operative lines. In pursuance of this decision communicated by the Government all the Assistant Women's Welfare Officers have been instructed to start Women's Co-operatives in all the Women's Welfare Branches of this Department in consultation with the staff of the Department of Industries and Commerce, concerned.

Co-ordination.

There is co-ordination between the activities of the Women's Welfare Department and that of the State Social Welfare Advisory Board. The Assistant Women's Welfare Officers act as Treasurers of the respective Project Implementing Committees of the State Board and funds for running the Welfare Extension Project Centres, etc., are drawn through cheques under. the joint signature of the Assistant Women's Welfare Officer and the Chairman of the Project Implementing Committee. The Assistant Women's Welfare Officers also visit the Welfare Extension Project Centres and render the necessary assistance and guidance to the staff in the Welfare Extension Project centres.

Besides attending the Welfare Extension Project meetings the Assistant Women's Welfare Officers attend the District Planning Board meetings, Block Advisory Committee meetings, Harijan Welfare Committee meetings and take part in the discussions whenever necessary.

The Assistant Women's Welfare Officers have been permitted to participate in the Village Leaders Training Camps organised in the Blocks and they have been instructed to render all possible assistance and guidance in the conduct of these camps.

Cottage Industries.

The following are some of the cottage industries carried on in the Women's Welfare Branches of this Department for which a sum of Rs. 300 has been sanctioned to each Assistant Women's Welfare Officer which is to be treated as a rolling capital for the purchase of raw materials.

Spinning, tailoring, bag making, crochet work, lace making, embroidery, mat weaving, leaf plate making, flower threading, pickle making, hand pounding of rice, etc.

All the Assistant Women's Welfare Officers have been instrcuted to conduct as many as local spinning competitions in their centres and Mather Sangams sponsored by the Khadi and Village Industries Commission, Bombay.

The Government have sanctioned the scheme for giving training to about 50 Toda and Kota women in embroidery in Nilgiris district which is to be taken up by this Department and arrangements are being made to implement this scheme. A sum of Rs. 1,000 has been allotted for the purchase of raw materials at Rs. 20 per head for the said scheme.

Mauther Sangams.

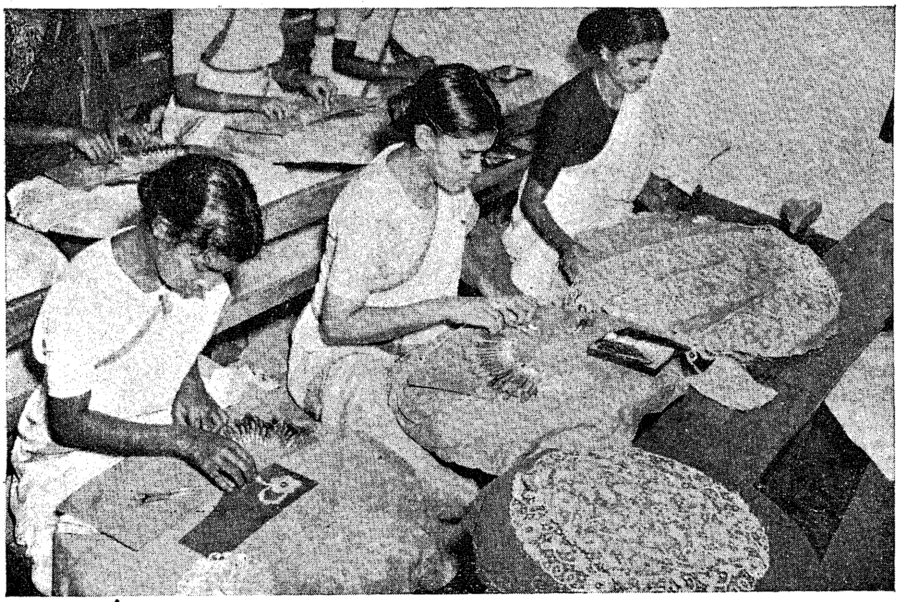
Besides the usual activities in the Women's Welfare Branches, *Mauther Sangams* (Women's Association) are conducted by each Women's Welfare Organizer. These *Sangams* are attached to the regular branches and the Women's Welfare organiser is expected to conduct these *Sangams.* Specific funds have not been placed at the disposal of the Women's Welfare Department to run these *Sangams.* Materia's etc., available in the branches are used in the *Sangams* and the activities carried out in the regular branches are carried on in these *Sangams.* In order to intensify the activities of this Department through the *Mauther Sangams* also, Government have been addressed to sanction some funds for the *Mauther Sangams* outside the Community Development/National Extension Service areas and the orders their orders are awaited.

Mauther Sangams have also been organised by this Department in the Police Lines for the benefit of the wives of low paid constables, etc. As no funds are available in the Police budget and with the Madras State Police Families Welfare Committee, Government were requested to sanction funds separately and their orders are awaited.

In Madras, as per the request of the late Governor's wife Srimathi John, a *Mauther Sangam* is being conducted at the Raj Bhavan for the benefit of the low paid employees of Raj Bhavan.

Family Welfare.

The main aims of the Department are broadbased to cover all the important aspects of life, viz., economic, social and cultural. Instructions in health, hygiene, maternity, child welfare, provision of economic relief by teaching of simple cottage industries or home crafts or by securing employment for those who are employed and above all a complete identification with the welfare of individual families by helping them in the solution of their day to day problems, are some of the highlights of the Department's objectives. In other words, services are taken to the Homes after studying their problems and in this way, their



Useful crafts like these help a woman to stand on her own feet.

confidence and co-operation are gained for the larger community. Consequently house visits form an important programme of the work of the field staff. Demestic discord, family disorganisation, parental neglect and a host of other problems come to the attention of the Organisers during their house visits and the number of families looking forward to counsel and help is increasing. The services rendered by the Organisers in co-operation with other agencies in respect of hospitalisation, sanitation nutrition, health and education are very much appreciated.

Community Service Centres.

During the year under report there were 88 centres functioning in the 11 districts out of which 42 centres were conducted for the poor and middle class women, 39 centres for the Hairjan colonies and 7 centres exclusively for Ex-criminal and Hill Tribes.

The three-fold programme of adult education, adult literacy and cottage industry were carried out in the Community Service Centres. Talks were given by the Organisers on nutrition, child care, maternity, home remedies, first aid, home economy, etc., during centre time. By means of these talks the women are slowly educated as to how they should run their homes in the best manner possible. They are also taught to spend their leisure hours usefully, learning crafts, like spinning, knitting, cutting and tailoring, etc., by which they could supplement their meagre family income and also save by making their own garments. Kitchen gardening is also encouraged wherever space permits in the Centres. Social education is the main programme of these centres and includes adult education, literacy, besides lectures, discussions and demonstrations in cooking, first aid, etc. Important festivals are celebrated and educational excursions are also arranged.

The Villagers have now realised the importance of these centres and the benefits derived from attending these Community Service Centres and this is being proved by the fact that the number of women attending the centres has been increasing from year to year.

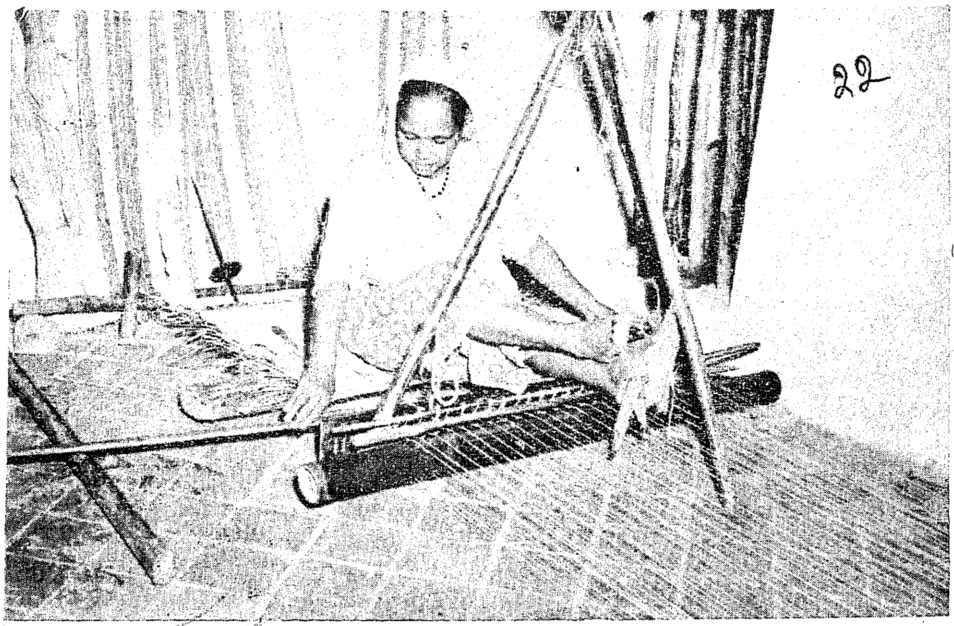
The number of persons, who came to these centres at hours other than Centre hours for assistance to make use of the facilities provided there, were 17,737 during the period under review. On the whole 8,954 centre meetings were held while the monthly meetings arranged were 685 during the year.

House visits.

House to house visit forms the important part of the Organisers work. Daily the Organiser visits a number of houses for at least two hours to study the family conditions and to find out how best she could help the needy families. They study the condition of living of the villagers and make a survey of their economic conditions. During these visits, advice is given in a friendly manner on how to keep the house and the surroundings clean and how to adjust the family expenditure within the income, etc. At times complications in the families are also set right by tactfully dealing with the situation. Such families or individuals who need special help and giudance are selected for special study and these are followed till they are successfully settled.

During the year under report a total number of 51,729 families were contacted out of which 43,110 families were visited three times and more.

Basket making at a Mauther Sangam.



Mat weaving helps add to Family income.

gained by the field staff who have launched upon a programme of family and community welfare in order to bring a better standard of life to the villagers. The activities and scope of the Department are being properly understood and the public are beginning to realise the need for a permanent Department of Women's Welfare as an integral part of the State's programme. The various programmes of the Department are getting into proper shape and are bound to be of real service to the public at large in many essential ways that will go to build families and communities on sound lines and help in the formation of a welfare state.

It is hoped that this Department will continue to do more pioneering work in the field of Social Services in village for the uplift of the women and children as there is every scope of further extending the activities of the Department if the schemes submitted in the Second Five-Year Plan and the Part II Schemes are sanctioned fully.

Pre-basic Classes.

Pre-basic classes are conducted in all the model and slum centres for children between the ages of 3 and 7 in the mornings. The children were encouraged to move with each other without any caste distinction. Special attention was paid to their personal cleanliness. Moral stories and rhymes were also taught. The Organisers spare no pains in trying to inculcate good habits in these children. The grown up children were helped to get admission in schools. The average attendance in all the centres during the period under report was fairly good. Milk was distributed to the children whenever available. A remarkable difference in the discipline of these children has been observed and also in the development of their talents which need careful training from the beginning itself.

Maternity Assistance and Medical Aid.

When the services of a Maternity Assistant to work with the Women's Welfare Organiser had proved a great success in the rural villages which are in dire need of medical assistance, Government have ordered that in the new branches to be opened hereafter by this Department no Maternity Assistant will be appointed and that the Department should confine its activities to the welfare work as Maternity Assistants will be provided by the Health Department. Accodingly the Maternity Assistantsr attached to the Women's Welfare Branches in Community Development area have been handed over to the Community Development staff.

There are at present only 6 Maternity Assistants working in the rural branches when the actual strength at the beginning of the year was 28.

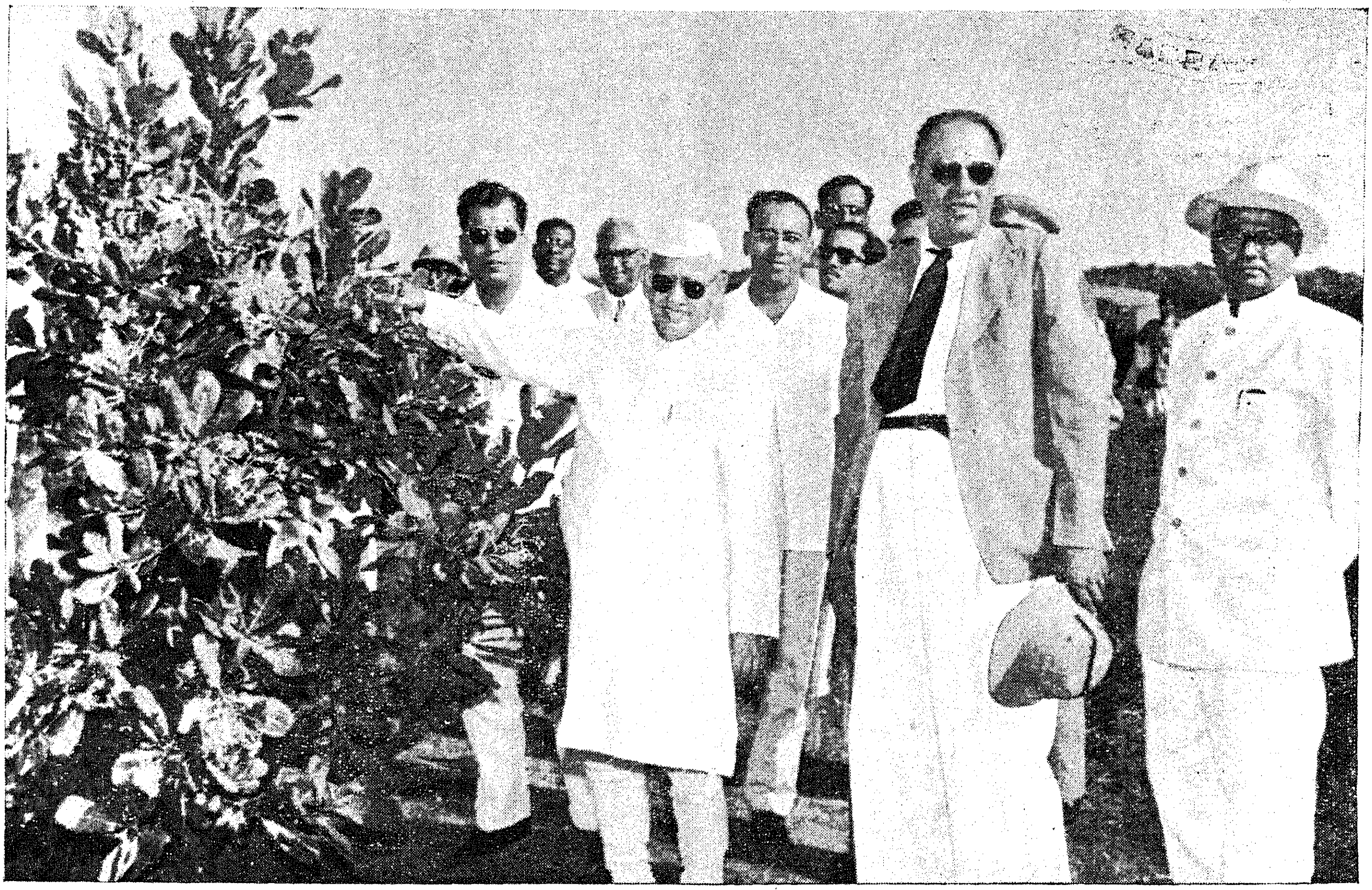
Since several requests for retaining the Maternity Assistants of this Department are being received and since their services are required in numerous villages, it is hoped that Government would reconsider the matter again and permit the retention of the Maternity Assistants of this Department.

The plan and approach to the various activities of the Department have been systematised and well

Increase in the number of Buses in Certain Routes

The Government have authorised an increase in the number of bus schedules in the City, from 332 to 340, by opening four new one-bus services, and by adding one more bus to four existing services. The new services are : Egmore to Mint (28-A), Royapuram to Central (4-E), Mandavalli to Parrys (21-N) and Sterling Road to Ice House (24-A).

Fishing nets being woven by the Fisher-women.



Governor's Visit to Cashew Plantations

The Governor of Madras, Sri Bishnuram Medhi visited the cashew plantations near Vandalur on Sunday, the 30th March 1958 between 3-30 p.m. and 4-30 p.m.

Cashew plantations on a large scale in the State has been decided upon as a measure of reafforestation of badly denuded ex-panchayat forests and also to meet the growing demand for cashew and cashew shell oil. Under the Second Five-Year Plan in the State, 45,000 acres will be raised with cashew at a total cost of Rs. 25·16 lakhs in the districts of Chingleput, Tirunelveli, Tiruchirappalli, Salem and Coimbatore. So far, 18,574 acres have been regenerated successfully with cashew. According to the Forest Department estimates, when these plantations come into full bearing by the end of the fifth year of plantation, an average annua revenue of Rs. 18·57 lakhs is expected. The cost per acre for raising the cashew plantation works out to Rs. 41·35. In raising the cashew which is mostly found in heavy rain belts, the Forest Department, Madras, has evolved a successful method of a planting which helps to conserve moisture near the stumps. This method consists of digging out a saucer line portion of 9 feet diametre before planting around each stump.

Tourist Facilities at Doddabetta Peak

The Government have passed orders for the creation of a wooded park near the Doddabetta Peak with a small wooden pavilion. The Doddabetta Peak in the Nilgiris is the highest point in South India , and is of considerable attraction to tourists, naturalists and students. Doddabetta Peak is now accessible by a 6-furlong forest road and the Government have urged that at least the pavilion should be erected before the next season in Ootacamund, desiring at the same time that the pavilion and park should be put up with due the regard to aesthetics and utility.

Domestic Radios in the State

At the end of December 1957, there were 129,652 domestic Broadcast Receivers in the State.

Districtwar figures are as follows:—

1	Madras City	35,774
2	Coimbatore	14,589
3	Tiruchirappalli ..	14,536
4	Tanjavur	12,518
5	Madurai	11,957
6	Tirunelveli	9,344
7	Salem	7,095
8	North Arcot	6,814
9	South Arcot	4,387
10	Chingleput	3,678
11	Nilgiris	3,625
12	Ramanathapuram ..	3,248
13	Kanyakumari ..	2,087

MADRAS INFORMATION
NO. 5. MAY - 1958.
Vol. 12

Vidur Reservoir Project

Promises New Life for South Arcot

By Sri U. ANANDA RAO, Chief Engineer for Irrigation.

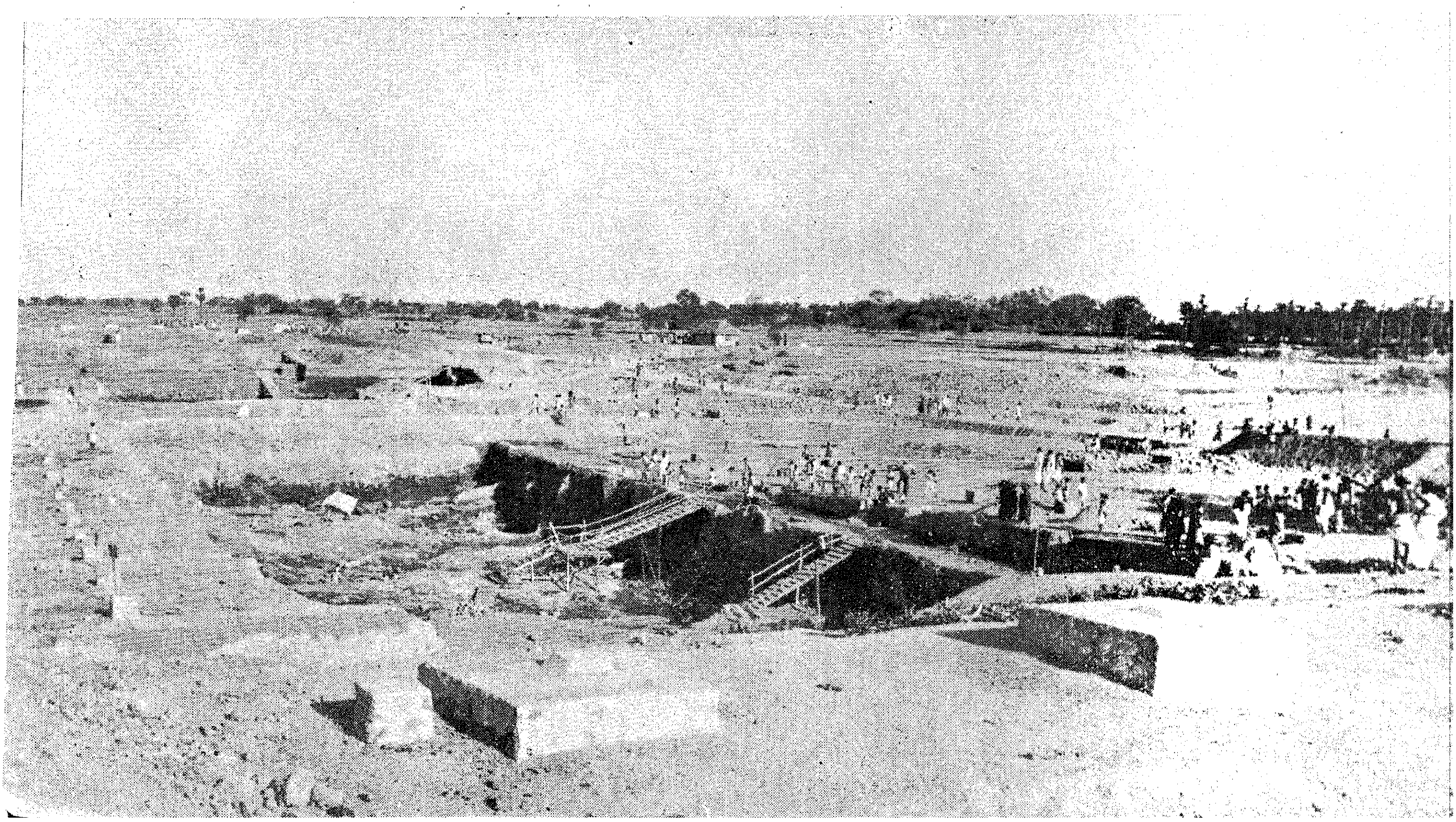
The Vidur Reservoir Project is a major land mark in the history of the South Arcot district as it marks the inception of a major project taken up in the post independance era. This is the third Major project taken up for execution under the Second Five-Year Plan, the first two being Kattalai High level Canal and Pullambadi Canal Schemes.

The South Arcot district of the Madras State is one which cannot boast of any irrigation schemes of an appreciable magnitude, commensurate with the area and population of the district. In spite of some major rivers like the Ponniar and Vellar coursing through the district no major storage schemes have been taken up in this region. Certain anicuts have of course been constructed across the rivers. No part of the district strictly falls within the famine zone and unfavourable seasons are of frequent occurrence. In addition to the irrigation facilities available by means of the anicuts, the tanks which have to depend on the precarious monsoon rainfall, have to play a greater part on the major portion of the irrigation. The suffering is considerable specially in Tindivanam and adjecent taluks whose cultivable area is rendered dry and almost of the inferior class on account of continual droughts and non-availability of assured supply from anicuts.

This project helps to raise the irrigation standards of the Tindivanam taluk besides bringing in extra lands under the plough in the surroumding areas and adjacent region which lies in Pondicherry State. The feature of the project is therefore its beneficial effects on the Madras and Pondicherry States.

The Varahanadhi river and its basin lies south of the Cheyyar and Palar river and north of Turinjalar and Pennar rivers. The river takes its source from the western borders of Gingee taluk and is made up of two affluents at its head; one from Pakkamalai Hills in the south-west and the other from Melmalayanur tank in the North-east zone of Gingee taluk. Both these streams have their confluence in the western borders of the Sevalapuri village. The combined river flows in an eastern direction, takes a turn towards the south in the eastern borders of Singavaram village, crosses the road from Tindivanam to Tiruvannamalai near Gingee and then detours again towards east. Lower down two more

Vidur Reservoir Project Site.

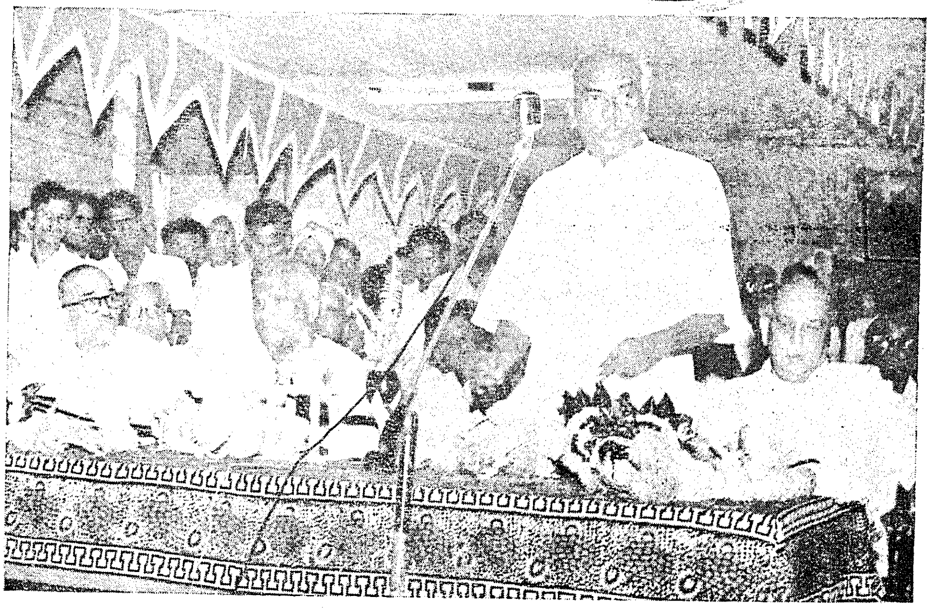


tributaries, Tondiar and Pambar join the river, the former above the proposed dam site and the latter below it. The river then enters the Pondicherry State and finally empties itself into the sea a little south of Pondicherry.

The total length of the river is about 49 miles from the point where the main river is formed in Sevelapuri village to its infall into the sea. Almost the whole of Gingee taluk and portions of Polur, Tiruvannamalai, Villupuram and Tindivanam taluks with their innumerable tanks form to catchment basin. The catchment area at the last anicut (Pilliarkuppam) in the limits of Pondicherry State is about 728 square miles. The catchment area and the river are in a region with an average annual rainfall of about 45 inches.

There are several anicuts, eight across the river Varahanadhi above its junction with the Tondiar river, six across the river Tondiar and two across the combined river below Tondiar and Pambar infalls. The last two anicuts, viz., Suddakeni and Pilliarkuppam lie in the Pondicherry State. The total irrigation under the Barahanadhi river is about 9,864 acres of which about 5,930 acres are under the last two anicuts. The total ayacut under the Tondiar river is about 3,121 acres. The total ayacut under both the rivers is 12,985 acres. The last two anicuts and the ayacut of 5,930 acres under them in the Pondicherry State limits lie below the present site of the reservoir and all the other anicuts are above it.

The project as now envisaged was not considered in the past. A French Engineer formulated abortive proposals nearly half a century back for improving the existing Vidur Anicut across the river Tondiar and taking off from its left flank a supply channel at a level higher than the present Vidur supply channel with a view to feed some rainfed tanks both in the Indian Union limits as well as in the then French territory. On a reference to this proposal by the Collector, South Arcot district in 1948, the issue was revived by this department. The site was inspected and the formation of a reservoir about a mile below the Vidur anicut and about a half mile below the junction of Tondiar and Varahanadhi rivers was found feasible. This is in lieu of the modest scheme of mere improvement of the Vidur anicut mooted earlier by the French authorities. The general food shortage in the country and consequent intensive drive on the part of the Government to develop irrigation in the country and grow as much more food as possible by utilising all the available river resources to the maximum possible extent gave further impetus for taking up this scheme for execution. The detailed investigation was taken up and completed in 1948–49. Permission was accorded by the Planning Commission to include this project in the Second Five-Year Plan and accordingly Government have sanctioned the project for immediate execution.



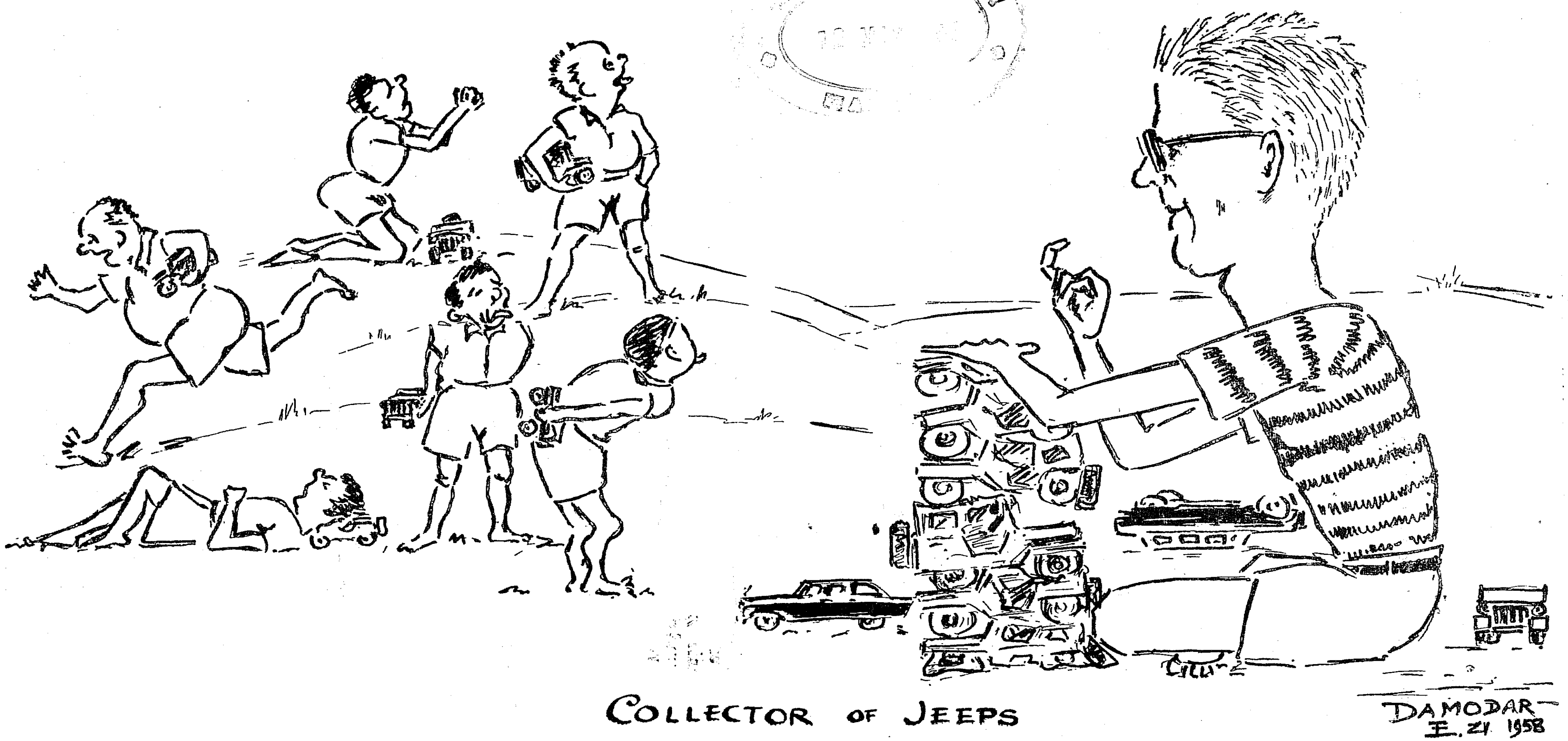
Sri K. Kamaraj, Chief Minister, inaugurated the Vidur Reservoir Project at the Dam-site on 21st March.

The Vidur Reservoir Project as now proposed consists of a storage reservoir across the river Varahanadhi about half a mile below Tondiar infall and half a mile west of Vidur village in Tindivanam taluk of South Arcot district. The river drains an area of 501 square miles at this site. Reservoir sites are generally difficult to locate and among the available ones, this site is found to have the essential pre-requisites for the formation of a reservoir at a reasonable cost. The dam will comprise of a Masonry portion 451 feet long (including a spillway 396 feet long and a bulk head 55 feet long). This will be flanked by an earthen embankment 6,201 feet long on the left side and 12,888 feet long on the right side. The total length of the masonry and earthdams will be 19,540 feet. The storage capacity of the reservoir is 550 M.cft. There will be a river sluice of one vent of five feet by six feet in the masonry dam.

No towns or places of any importance lie within the waterspread area, The total area of submersion is 1,911 acres comprising 140 acres wet, 1,400 acres dry and the balance poramboke lands. The average annual loss of revenue to the Government due to submersion of cultivable lands will be Rs. 5,100, but the average revenue expected out of the new irrigation will be Rs. 19,300. In this connection it has to be mentioned that quantum of return as such need not be the only criterion in these days. The general benefits both direct and indirect which these schemes confer should be the greater consideration from the national point of view. The particular area which will be benefited by the reservoir is rather backward and the project will serve to raise its standard effectively. This will not be at the sacrifice of revenue from a project so wholly deficit that its benefits will not be appealing. The scheme as such is most beneficial under limitations and is bound to contribute considerable prosperity in its orbit.

The entire new ayacut is on the left side of the river and a canal will take off from the earthdam beyond the left flank through a sluice of 6·5'×3' Another sluice of size 6'×3½, will also be provided in the earthdam for the existing supply channel feeding. Vidur tank from above the Vidur anicut. The total length of the new channel would be about 11 miles 3 furlongs of

GALLERY OF "PAPER GODS" OF THE SECRETARIAT—



SRI S. K. CHETTUR, I.C.S., *Secretary to the Government, Public Works Department, Chairman, Madras State Electricity Board, who was also recently Special Officer for the Jeeps Enquiry.*

In the month of April. . .

April 1st :—Sri Bishnuram Medhi, Governor of Madras, inaugurated the Cheque system in the Savings Bank of the General Post Office.

The Silver Jubilee celebrations of the Indian Air Force began to-day.

April 3rd :—The Government have appointed a committee to hold enquiries and advise them in fixing minimum wages for persons employed in any tobacco manufactory (including Beedi making) in the State.

April 5th :—The Government have proposed that the new Sales Tax Bill based on the recommendation of Dr. P. S. Lokanathan may be passed into law and brought into force from April 1, 1959.

The Madras Catering Establishments Bill was passed by the Legislative Assembly.

The Governor inagurated Carnival and exhibition organised by the Agri-Horticultural Society in the ornamental gardens of the society.

April 6th :—Harijan Welfare Advisory Committee met to-day.

April 8th :—A 15-man Committee was set up to advise the Government on education in the State.

April 9th :—Madras Legislators' Hostel Day was celebrated to-day. Legislators took part in the sports and made merry.

April 10th :—The Budget Session of the State Assembly was adjourned *sine die* to-day.

The informal Consultative Committee on Community Development Projects met to-day.

April 11th :—The Madras State Education Advisory Committee met to-day for the first time after its formation.

April 14th :—Tamil New Year's Day. More Milk Day was observed throughout the State.

April 15th :—Sri R. Venkataraman, Minister for Industries, inaugurated the development schemes under the National Employment Organisation.

April 16th :—The State Fisheries Advisory Board met to-day at the Secretariat. Srimathi Lourdhammal Simon, Minister for Local Administration in charge of Fisheries presided.

April 21st :—Sri K. Kamaraj, Chief Minister inaugurated to-day at Mahabalipuram a three-day Conference of Social Education Organisers.

(*Continued from page* 13.)

by educational institutions. What the Employment Offices propose to do is to begin where the educational institutions end their programme. As lack of Vocational Guidance and counselling has led to surplus of applicants in common place occupations, it is hoped that vocational guidance in the long run will deploy job seekers into various avenues of employment, so that the available manpower may be better utilised. The Scheme on Employment Market Information contemplates collection of data regarding the labour force, employment and unemployment on a continuing basis, so that shortages and surpluses in various categories may be appreciated in their correct perspectives and manning patterns adjusted according to the requirements of the country. The Employment Market Information would also give a lead in the correct appraisal of the nature and extent of training that needs to be given to personnel required now and in the years to come.

Conclusion.

The Employment Service stands, as stated already, for the principle of finding the right man for the right job and endeavours to forge a link between employers and employment seekers at the quickest possible time. Though it began in a small way, it has gradually developed into a big organisation during the last twelve years. It is hoped that with the implementation of the manpower schemes under the Second Five-Year Plan and the application of the established techniques of placement enriched by the experiences of the recent past, the National Employment Service will play a vital role in the life of the people in general and the unemployed in particular.

STATE TRANSPORT

At the end of February 1958, the fleet strength of the State Transport Department in the City remained 450. No operational changes were introduced during that month.

An average of 325 buses were operated in the different routes of the City per every working day in February. And between 276 and 281 buses were operated on every holiday. These buses covered a distance of 1,080,854 and carried 10,591,791 passengers.

A total sum of Rs. 13,52,663 was collected.

Kanyakumari : Out of 75 buses in the Kanyakumari Branch of this department, 51 buses transported 744,564 passengers, Rs. 2,21,838.24 were collected. The buses covered 22,595.5 miles in February.

Special buses covered 515·8 miles carrying 2,211 passengers and brought a collection of Rs. 609·22.

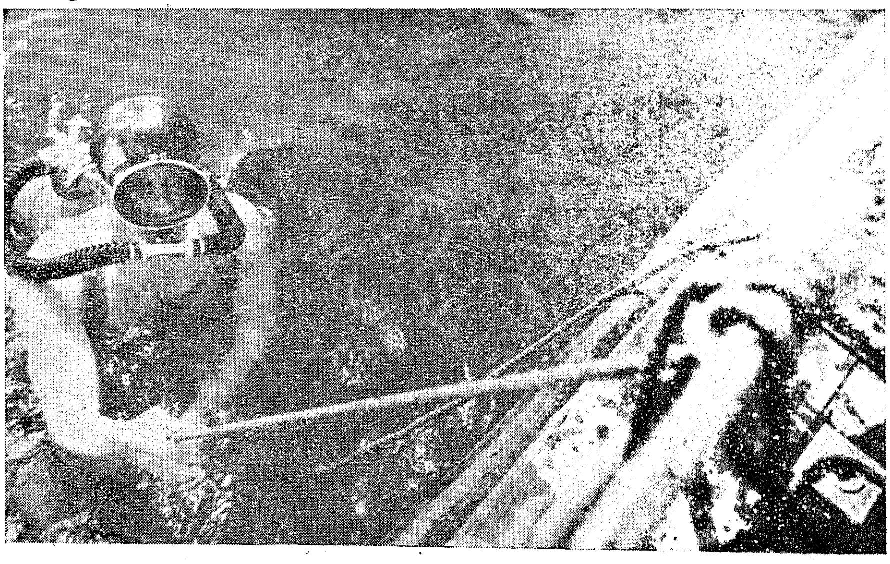
Pearl Fishery

The Pearl Fishery Operations this year have been successful. The number of oysters fished so far is 104 lakhs against an estimate of 214 lakhs. The operations are likely to continue up to the end of April 1958. In the 1957 Pearl Fishery Operations, a total number of about 112 lakhs oysters were fished and Government realised a gross revenue of Rs. 1·69 laks. The number of oysters fished this year is expected to be an all-time record due to systematic and periodical inspection of the pearl banks and weeding out operations conducted by the Fisheries Department. Research work launched this year by the Department will reveal why the volume and periodicity of pearl fishery is sometimes sporadic. The use of Aqua Lung for diving has also been demonstrated this year with the help of foreign experts. The possiblity of of starting culture pearl farms is also being examined by the Department.

The pearl yield from oysters fished this year has been satisfactory with a few remarkably large sized pearls. The biggest pearl obtained in this season weighed 10 carats and it is reported to have fetched a price of Rs. 800 in the market. About 800 divers have been participating in the operations and three mechanised boats have been used to tow the canoes to the pearl banks.

Above: *The Boats setting out to the pearl banks.*

Right: *One of the divers using the aqua lung.*



Animals and Birds as Weather Prophets

By Sri C. BALASUBRAMANIAM, Agricultural Meteorologist, Madras State.

This article is the compilation of the collection of folk-lore made by the author during the past nine years.

"Keen observation is the key to success" is an old saying. Though every living creature on the face of the earth is affected by the impending rains and the consequential feelable changes in weather conditions like temperature, wind and relative humidity, similar indications are not lacking from Plant Kingdom.

Men of literature in the past ages have given glimpse of their views on folk-lore in weather. Thomas Baily Aldrich has stated that

"We knew it would rain for the poplars showed

The white of their leaves".

Though the details incorporated in this article have been collected from the farmers living in rural parts in Madras State, it is surprising to note that parallel observations have been made in the ages past and incorporated in the writings of men of literature in an effective and picturesque manner. Arther Guiterman, with reference to cat writes as follows :—

"The cat on your hearthstone to this day presages,

By solemnly sneezing, the coming rain"

Edward Jenner refers to the signs of the impending rain as given hereunder :—

"The hollow winds begin to blow ;
The clouds look black, the glass is low ;
The soot falls down, the spaniels sleep,
And spiders from their Cobwebs peep..
"Twill surely rain."

Similar observations made by the poets and essayists can be piled up to any number. The gist of the observations, is delailed below :—

Signs of the impending rains :—

(i) Birds in large numbers taking shelter in a hurried manner.

(ii) Ants moving brislkly in lines in large numbers.

(iii) Draggon fly flying low.

(iv) Grazing sheep flocking together suddenly.

(v) Cows looking up and lowing.

(vi) Frogs making noise.

(vii) Sheep having its wool spread suddenly and keeping its ears erect.

(viii) Cat biting grass.

(ix) Winged ants appearing in large numbers.

(x) Fowl having its feathers spread and beaten frequently.

(xi) White storks suddenly appearing in large numbers in wet lands.

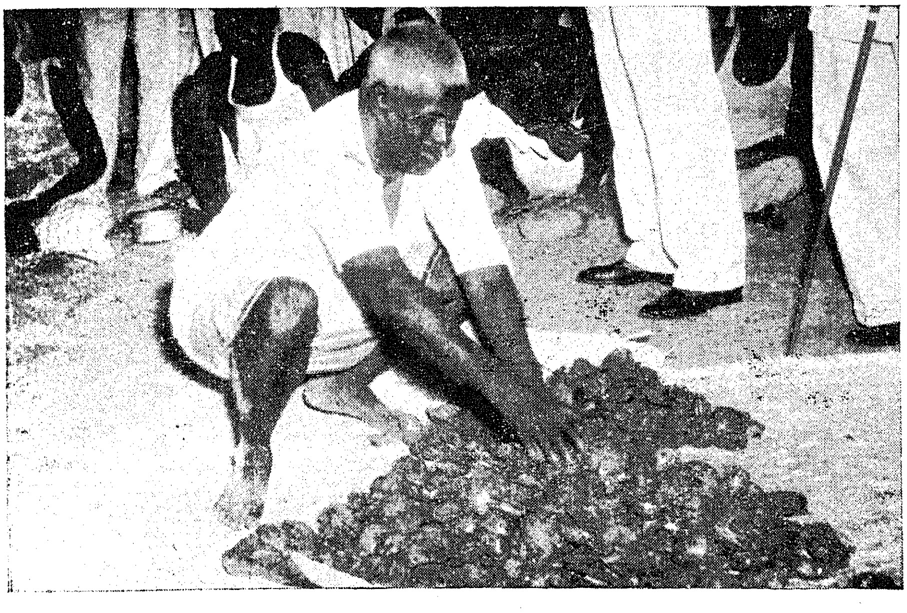
Preparation of a similar data from the indications of the plants is also a possibility.

In conclusion it can be said that

"There is a parable in the pathless cloud,
There is a prophecy in heaven,—
They did not lie"

(*Continued from page* 25)
which nearly the last six furlongs would lie in the Pondicherry State.

This channel would course through the villages of Vidur, Konamangalam, Nemeli, Erayur, Tollamur and Kondalankuppam in the Madras State and Pudukuppam and Lingareddipalayam villages in Pondicherry State, and will feed a total ayacut of 3,200 acres of which 1,000 acres lie in the Pondicherry State. It is proposed to raise only short term wet crop in the newly irrigated area under this reservoir.



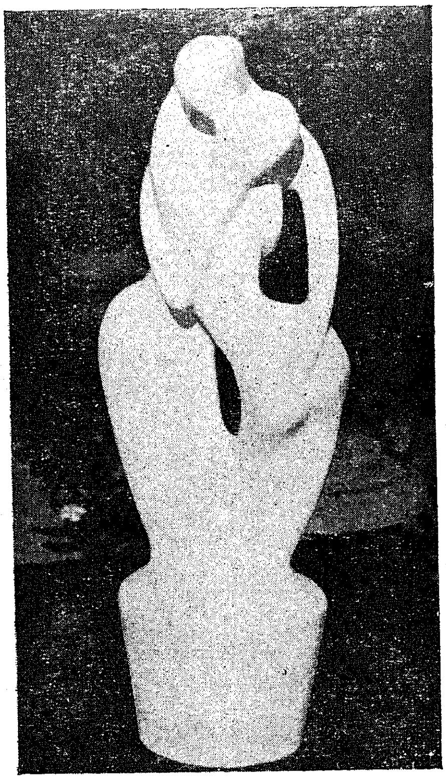
His share—One of the divers gathers his share of oysters.

The total cost of the project including direct and indirect charges is Rs. 67·49 lakhs to be shared in the proportion of 11 : 5 by the Madras and Pondicherry States. 3,200 acres of existing dry lands will be converted into wet, and is expected to add 1,420 tons of rice annually worth about 8 lakhs of rupees to the food production. The project is programmed to be completed within three years, from its inception.

It is in the fitness of things that our Chief Minister whose abiding interest in raising the standards of those living in deficit tracts is well-known should inaugurate this project on this auspicious day and give necessary impetus to its construction. The dawn of an era of prosperity for Tindivanam taluk and the Pondicherry State is verily in the offing.

12 MAY 1958
MADRAS

ART EXHIBITION IN



Life's Melody—By Sri Kanayi K. Ram.

The seventh Annual Exhibition of the Senior Students Association of the School of Arts and Crafts was declared open on the 19th by Sri M. Ananthanarayanan, I.C.S., Director of Legal Studies, at the School of Arts premises. This welcome annual feature serves a two-fold purpose. It helps the art students who are about to leave the institution to take their bow before the public and it helps the public to get an idea of the scope and standard of work of the School.

This year's exhibition easily holds its own when compared to similar exhibitions in the past, in the number, variety and standard of works displayed. Nearly 140 works comprising of paintings, drawings, sculptures and commercial designs are on view, representing the works of over 40 art students.

Paintings, especially in the oil colour medium, form a majority of Exhibits. The general standard of work is commendably high, sufficient to make the Madras School the foremost institution of its kind in India. The striking characteristic of this branch of fine arts is the brightness of palette and the sensitiveness to colour displayed by the students. It is in these traits that the influence of Sri K. C. S. Panikkar, Principal of the School, is very strongly evident. At the same time there is a variety in the mode of styles and expression denoting that the students are encouraged to develop their individuality, which is the life force of any work of art. Thus the works range from the pure abstract ones of Sri A. S. Jagannathan to the realistic ones like "Builders" by Sri T. Krishna Rao. While the influence of the modern western art is very strongly evident, the purely traditional Indian values also find expression in a few of the works. The pride of place in the exhibition has been won by Sri Henry Daniel, with his work in oils "Summer Foliage", a pleasing

Mia Sahib—By Kumud Ranjan Battacharjee.

A Landscape by Sri K. Pugalendhi.

12 MAY 1958
MADRAS

THE SCHOOL OF ARTS

symphony of bright colours used with taste and sensitivity. "Still Life" by Sri Sushil Chandra Roy, "From the Terrace" by A. K. Rama Varma are two among other interesting works. Sri R. Varadarajan, with his "Seated Woman" in the abstract style reveals an emotive expression that is interesting and full of promise. A. S. Jagannathan has exhibited four works entitled 'colour construction' which are extremely intriguing and full of brooding drama. Here is an artist who is fast on the heels of discovering the basic vocabulary of colours.

Sri Antony Doss, stands in a class by himself; his works "Street Entertainer" and "Lord Buddha" deserve special mention.

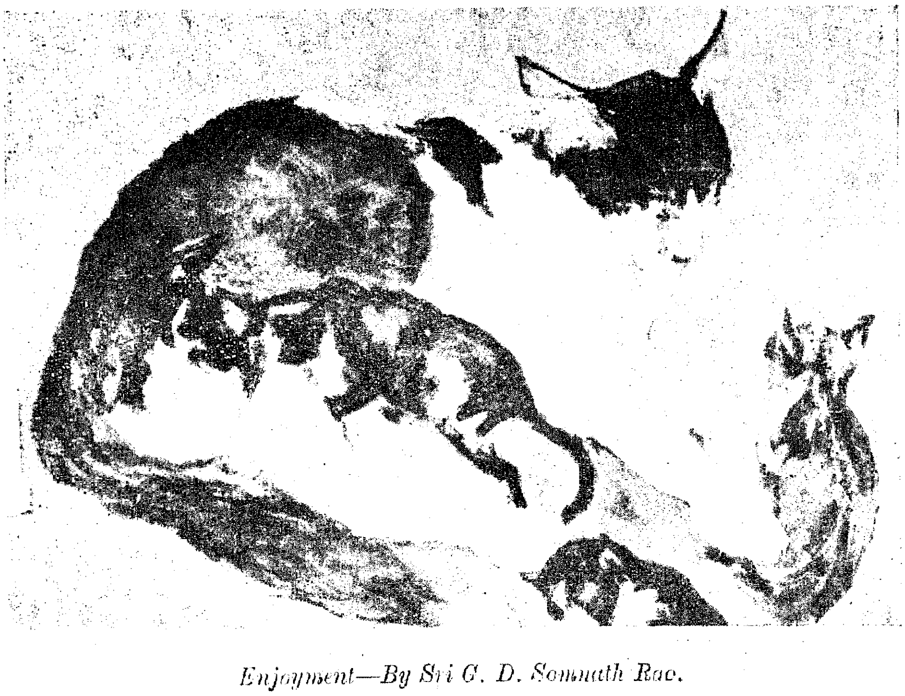
There are some excellent sketches on view, those by Sri Samarendranath Roy and G. D. Somnath Rao being specially noteworthy.

The commercial design section is well represented, with Travel posters, Book Covers and Textiles Designs.

The most gratifying aspect of the exhibition in general is the absence of any superimposed dogma of style and expression which is a very common feature in art institutions, where the students are very often forced to adopt some particular style or other which happens to be the forte of the instructors This stultifying tendency is markedly absent. At the same time there is plenty of evidence to show that the academic values, the grammar of art so to speak, have been properly imbibed by the students. And this will surely help them as it forms the basis for a full development and fruition of creative artistic skill.

—K. N. Ramachandran.

From the Well—By Sri Phulchand Pyne.



Enjoyment—By Sri G. D. Somnath Rao.

Poster Design by Sri P. Shunmugam.

More Pictures on Page 35

12 MAY 19..
MADRAS

Book Review:

*'THE WELFARE OF ALL'

'COMMUNITY DEVELOPMENT' is a term which has acquired a wide usage in the present day, with a specific meaning of its own under different climates. Its meaning has ranged from the activities of local groups and communities in the more advanced countries, wherein people gather together over common specialised interests, to find a democratic expression for their energies and aspirations; to that as in many of the under-developed countries, where this term has transcended all barriers of specialisation. But this terminology is now accepted to mean the concept of promotion of progress and better standards of living, mostly on the basis of self-help and by the active participation of a specific collection of people or a community as a whole, and this concept is a singular factor common to all patterns of community development throughout the world.

The concept of active community development for the economic reconstruction, strengthening and betterment of an Indian village or villages has not been however a new aim or motive. Leaving behind all cosideration of the historical past, taking only into view the immediate past of such vital and forceful changes in the history of our Nation, it would be impossible for us to lose sight of the plan for rural reconstruction and economic development of the Indian villages and as postulated even in the midst of all the political upheavals by the Father of the Nation. In his unerring judgment of the needs and requirements of an Indian village his conversion of even the sceptical of sceptics was in this programme of rural reconstruction, a phenomenon, which ultimately leads the introduction of the programme of community development in India, with a modest beginning in 1952. Today this acorn has burst and bloomed into an oak of great proportions, covering almost the entire country, with the ultimate aim to envelop the whole stretch of the geographical entity of India.

With the onset of this programme of development new philosophies have been evolved leading in their turn to well defined courses of action and clear definitions of past aims. As a result of accumulation of experiences and detailed knowledge it has now at least become possible to set out the details of such experiences as have been gathered by those interested in the struggle of the peoples all over the world. Whereas, there is as much diversity in the methods employed in the different parts of the world, in the working of the community projects, one basic principle remains common to all; the ideal and necessity for any project of community development that should mean and should function essentially *as an activity* of the people or community to whose benefit such a project is focussed, and the co-operation or participation of any agency *in aid of such a project* should also be through the people, the community and its institutions.

With such definitions well worth taking cognizance of, the book of Professor Batten has come to hand as a good discourse and handy aid to help those actively interested in the organization, and furtherance of the programme of community development in India. With all the advantages of academic freedom and the benefits of scientific observation and assessment, Professor Batten has chosen to discuss the ideals of community development, but with a practical bias to the working of such projects in diverse areas all over the world. Though most of his views and experiences have been gathered from the working of these projects in areas still under colonial administration, the examples of Ghana and India wherein her peoples have come out to determine their future and prosperity by themselves, have also not been lost sight of.

Professor Batten has been very analytical in his studies on the working of the community development programme under different conditions. He has been careful to study such extremes of situations wherein community development activities require only a degree of guidance to those in very static societies when the people had to be initiated into a programme of community development starting from the very basic principle of education in such an activity of betterment; and he includes in such a study, the role of external agencies (agencies other than the efforts of the community), in participation and stimulation of such a programme. Professor Batten has even gone further, to discuss in detail the role of differing agencies, in this programme and the methods attempted at the effective utilization of different sections of a community in economic progress.

This clear and lucid exposition of a programme for the development and progress of a community cannot be rigid in its concepts. It has therefore been adopted by Professor Batten as an excellent course, to evolve a comparative study of the working of the programme under different conditions, so that a single source of information and knowledge could be easily made available to the workers in the programme, however remotely situated they might be. In the conditions now existing in our country, when the public eye is cast keenly on the progress and success of this programme throughout the length and breadth of the terrain, it is only necessary that our workers should be provided *with the right tools for* implementing the programme.

It has been pointed by critics other than Professor Batten that our programme requires more effective participation of the people. The lack of dynamic community leadership which makes this programme falter at some stage or the other has been keenly felt. Inasmuch that the basic concepts cannot, but be accepted in the general pattern of development of

*COMMUNITIES AND THEIR DEVELOPMENT *By* T. R. BATTEN; *Published by the Oxford University Press*; *Price Rs.* 12.

Balance your DIET...

and your BUDGET

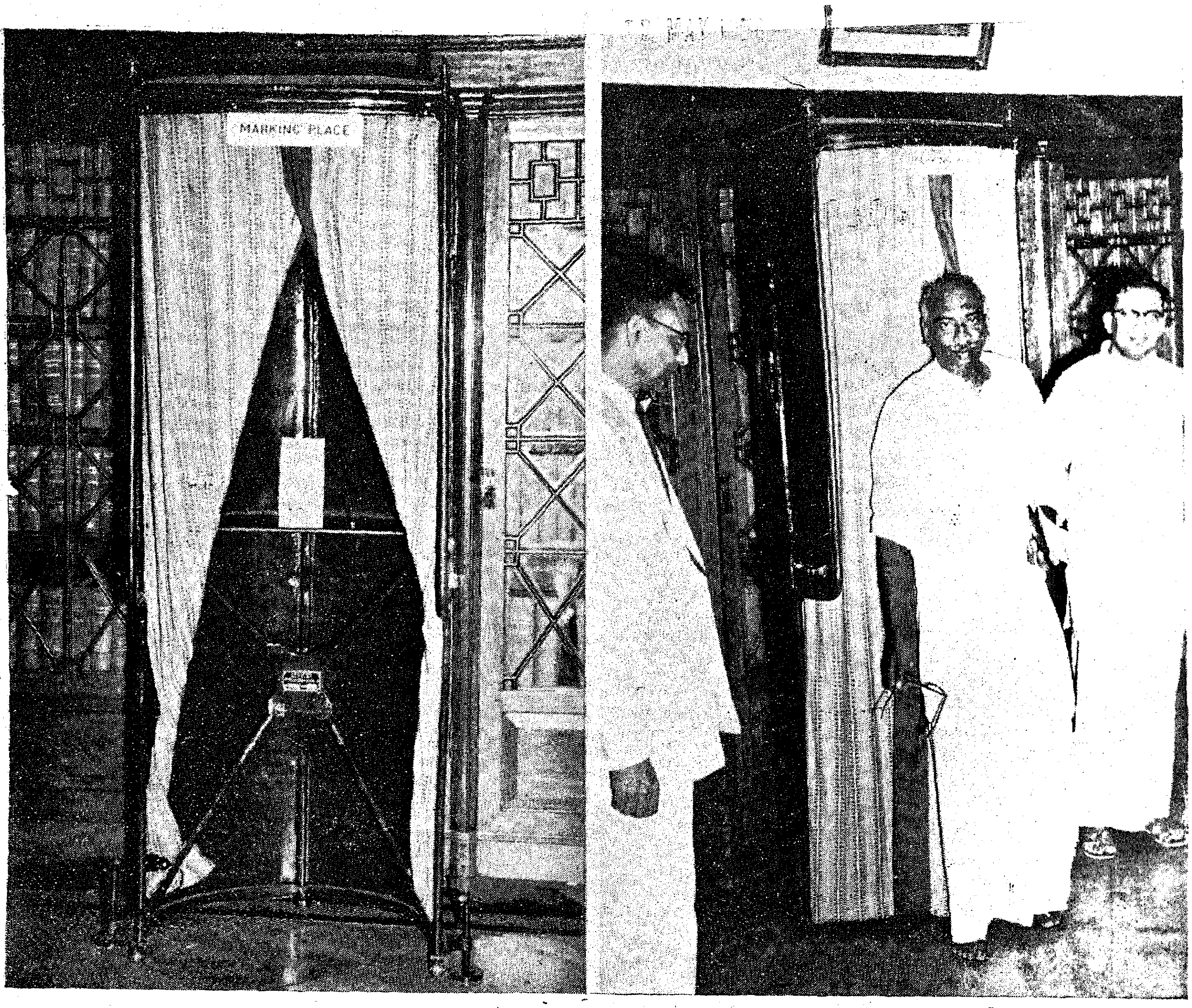
In these hard days, a balanced diet and a balanced budget seldom go hand in hand as a matter of course. But, with care, they can. Take your diet, of which fats are a necessary and valuable part. India's cattle cannot provide anywhere near the amount of milk products needed to give every adult and growing child their basic need of two ounces of fat per day. And even if it were possible, good ghee and butter would be beyond the reach of the average person's purse.

Now take your budget. All over the world, diet-conscious people faced with the rising cost of living are cooking with wholesome vegetable fats—margarine, shortening and vanaspati—as a good means of keeping meals nourishing and tasty. Besides being good for our health, these vegetable cooking media are economical—a double advantage to the family budget.

Dalda Vanaspati is made from the purest vegetable oils, to which are added 700 International Units of Vitamin A per ounce, the same Vitamin A content as that of good ghee. In addition, Dalda contains 56 units of Vitamin D per ounce. Hygienically manufactured according to Government specifications, Dalda comes in sealed, double-lidded tins. More and more housewives are turning with confidence to Dalda, and relying on it to put *extra nourishment* into food cooked with it.

HVM. 315-X52

A PRODUCT OF HINDUSTAN LEVER LTD., BOMBAY.



Marking Cabinet :—The all-steel, arch shaped marking Cabinet (above left) made in the P.W.D. Workshops, Madras, was used in the recent annual election to the Public Accounts Committee. The Chief Minister is emerging from the Cabinet (right) after marking his ballot paper.

---

the economic structure of the country, it should be remembered at all stages by those who are participants and silent spectators to this programme of development, that the successful implementation of this programme requires a spiritual zeal, which can accrue only under proper training and the spirit behind such a training imparted to the workers in the programme, along with a capacity to carry the people along with, in this determined march towards economic and social progress at the same time, in consonance with the assured dignity of human freedom.

As Professor Batten says "rural living conditions are usually unattractive" and "it is extremely important that the people (those trained for the purpose) will stay on and develop patience, tact and staying power, whe-ever thay are to work". When we lay claim to the fact that this programme of community development, has brought in a revolutionary change in the oulook of our villages, it is only proper that we should help the people concerned with this programme, with a sympathetic understanding of their many problems and, aid them with our willing participation.

The book of Professor Batten has therefore come at the right time, when we are at the cross-roads, when we have closed one chapter and start with the next. The spirit of human beings behind a programme, the ideals of humanism for which this country has always been famous, will only aid to strengthen the case and the ideal which Professor Batten has taken so much pains to set out. Only then would develop a sense of self-reliance and self-help, leading to the attainment of better conditions and a happier country, for our children to live in.

—A. N.